THE CASH BOX

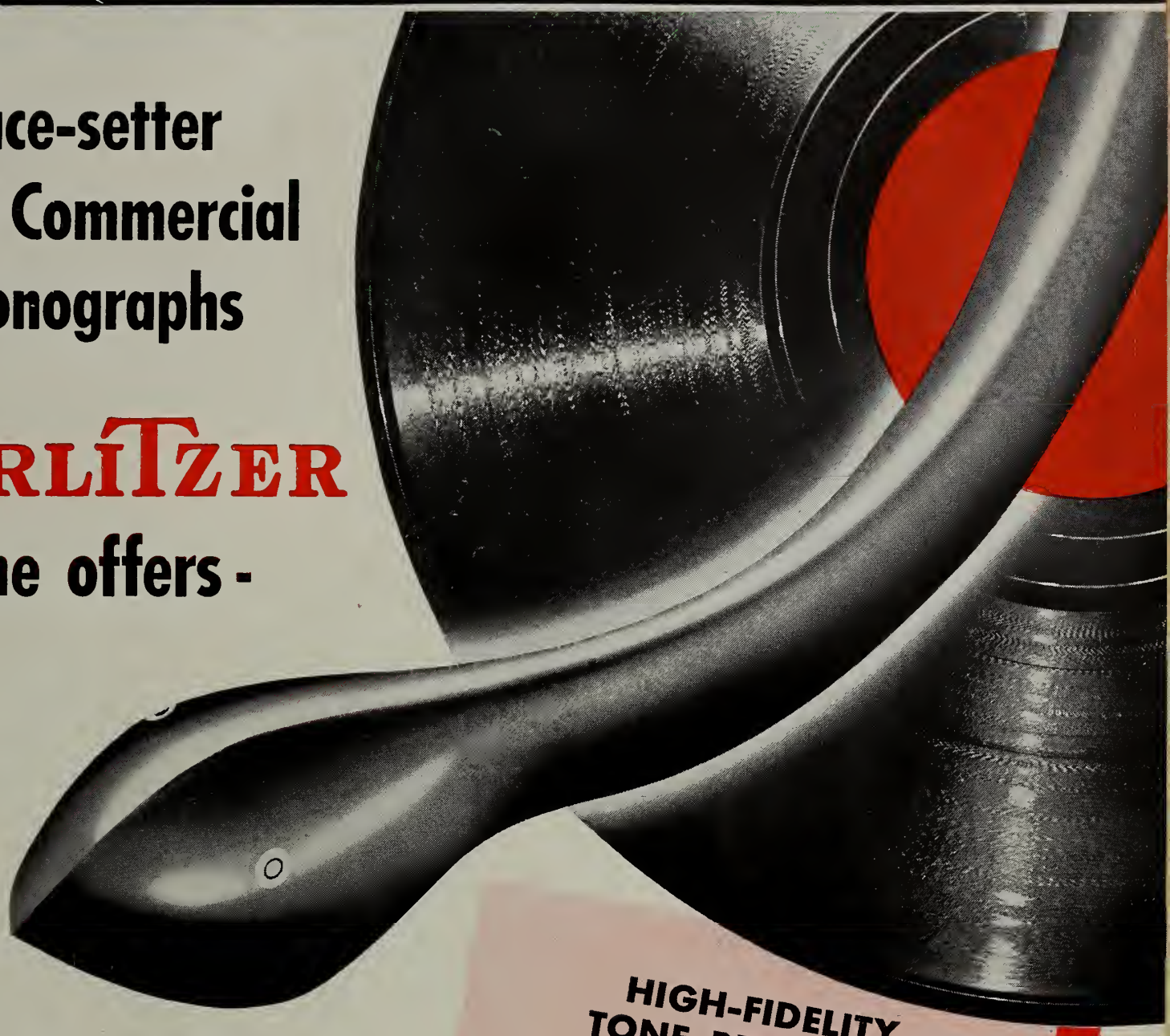
THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY

Vol. 9, No. 26

March 27, 1948

Pace-setter of all Commercial Phonographs

WURLITZER alone offers -



the ZENITH COBRA TONE ARM

HIGH-FIDELITY TONE BRILLIANCE

Less than ⅓ ounce pressure on the record! Less record surface noise than ever before — yet the Zenith Cobra Tone Arm picks up the finest modulations, produces tone quality never before heard from a record. Here's music so real, so alive, so marvelous that people gladly pay again and again to hear the new Wurlitzer play.

SENSATIONAL SAVINGS IN RECORD-NEEDLE COSTS

With the Zenith Cobra Tone Arm, one record can be played from 1500 to 2000 times—actually longer than the life of the average popular tune—and still have 95% fidelity! Operate Wurlitzers and you not only make more money, you SAVE money through sensational reductions in record-needle costs. The Rudolph Wurlitzer Company, North Tonawanda, New York.

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Low Cost... Large Net!

Switch to Coronet

Join The 400 CLUB

20% DOWN PAYMENT on phonographs, wall boxes, speakers, etc. Only $4.00 WEEKLY PAYMENTS on phonographs, including all finance charges. Up to 110 weeks to pay.

495 . . . That makes it easy to get the new Coronet . . . and a sensible payment plan makes profit a reality—right from the start! What's more—you get flawless performance—precision operation . . . and Aireon's P.A.* design . . . all for 495.

It's easy to see why leading operators are changing to the Aireon Coronet for 495 . . . the lowest price ever paid for perfection.

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THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

***THE CASH BOX* IS THE OPERATOR'S MAGAZINE—IT IS NOT SOLD ON NEWSSTANDS**

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CORRESPONDENTS IN LEADING CITIES THROUGHOUT THE UNITED STATES

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SUBSCRIPTION RATE $5 per year anywhere in the U.S.A. Special subscription allowing free classified advertisement each week, not to exceed three full lines, $48 per year. Subscription rates for all foreign countries on request.

THE CASH BOX exclusively covers the coin machine industry, including operators, jobbers, distributors and manufacturers, and all those allied to automatic coin operated music equipment; automatic coin operated vending machines and service machines as well as all coin operated amusement equipment; the music and record business, recording artists and publishers of music; and all others in any fashion identified or allied to the coin operated machines industry as well as all finance firms, banks and other financial institutions expressly interested in the financing of coin operated equipment of all types.

THE CASH BOX has been recognized by various associations of coin machine operators thruout the United States as their official weekly magazine.

The C.M.I. BLUE BOOK division of The Cash Box is an entirely separate medium, giving all prices of new and used machines of all kinds, continually reporting all market changes. The C.M.I. BLUE BOOK is officially recognized by many States as the "official price book of the coin machine industry."

SPRING BOOMS PLAY

Ops Say Upswing Bigger Than Expected. Claim Higher National Averages Certain. Even Bigger Play Seen as Weather Clears

NEW YORK—Just as was predicted some weeks ago, the entrance of Spring has boomed play on all types of coin operated equipment, with the result that ops are happier than they have been in many months, and now generally believe that the national averages for all types of machines will reach higher proportions than originally expected.

From one noted op came the following statement, "I guess, like almost everyone else here in the east, we suffered a very tough winter. People just wouldn't come out of their homes to visit around and this hurt play very much, in this territory anyway.

"Now, with the entrance of the warmer weather and the disappearance of the snow, which seemed like it would linger around until late summer", he continues, "we have had a marvelous increase in play all down the line. Even on our poorest locations," he says, "we have felt the effect of the increase. We can safely state now that our average has jumped better than 35%, and when we can see a jump of that kind, there is no doubt that others, all over this area, are also enjoying increases."

It is now expected that the national average will show a very definite rise, far and beyond what was originally hoped for, and that ops all over the nation will soon be reporting that play is going ahead even better than what was forecast.

As far as juke boxes are concerned, one well known music op stated, "We had an increase almost the very first day that the weather began to warm up. This increase has continued. We now realize it isn't just a momentary spurt. We know that it will continue. Our collection records prove that the people are again getting around and visiting at various locations we have. Even the storekeepers tell us that business has picked up."

A well known pin game op stated, "It seems like you fellows at *The Cash Box* were right—that we would see an increase with warmer weather. In our case, the increase was almost immediate. We have jumped our collections and we believe that this is only the beginning. Many of the outlying spots we have, haven't as yet felt the flow of trade which they always had around this time of the year. There is no doubt", he said, "that we shall soon be seeing better collections in these spots. It looks like spring", he concluded, "did a nice springing job on collections for us."

What is most important, in these reports coming from leading operators thruout the nation, is that each one mentions that, "even bigger play can be expected as the weather continues to get warmer", and that means that the trade can expect one of the best Spring and Summer seasons it has ever yet enjoyed.

Many are taking advantage of the increase in play, which they are already enjoying, to purchase new equipment. "This", one op stated, "is definitely the answer. The people come back to a location and find a new piece of equipment there, instead of the old machine they saw when last there, and immediately play zooms. There's nothing like a new game", he reports, "to instil the play appeal into the average man and woman, and to bring in the coin to boom averages upward."

For sometime, during the harsh winter months, leaders predicted that operators would find play improving the moment the weather turned more favorable, and the public could once again move about. The result of the survey made by *The Cash Box* proves these men right. And also points the way to more increased play, as more and more people begin to get about.

There is also expected to be a great "traveling summer" ahead. This, it is believed, will help tremendously to boom averages for all in the nation.

"The public hasn't lost its desire to play coin machines", one noted coin machine leader writes, "for they proved this by the way they have taken to the new games, new phonos and new service and merchandise machines, once they could get out of their homes and visit about on locations once again."

Progressive operators, it is reported, will be among the very first to cash in on this new and more optimistic trend by the use of the new equipment. Already many factories report increases in orders from their distributors.

One well known pin game factory salesmanager reported, "Where we formerly considered one of our distributors a 100 game man for a new machine, he is today ordering 185 of each new game as his initial order. He tells us that the operators find play has jumped with the new machines, and the fact that the public are once again getting about, he foresees a much better play era ahead."

There is also no doubt that play increase will be continued right into the summer months and this year, it is believed, even the very warm weather won't hold it back. The average operator is arranging to switch machines from location to location much more rapidly than he has done in the past, and plans to continue a constant flow of new games for all of his spots to keep interest at fever pitch.

The juke box men are also reporting better take all down the line. The merchandise machine and service machine men are much enthused. Optimism reigns higher now than at any time in the past months.

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JOHNNY Q. PUBLIC DOESN'T BUY MACHINES

When Johnny Q. Public Walks Up to a Machine With a Coin in His Hand...He's Not Going to Buy the Machine...He's Only Buying the Entertainment, Service or Merchandise It Vends

NEW YORK—A great many coin-men seem to have overlooked the very, very important fact that Johnny Q. Public doesn't buy their machines.

Johnny and his Mrs. aren't interested in buying the machine when they walk up to it with a coin in their hand. They are, instead, interested in purchasing the amusement, service, entertainment or merchandise, which the machine vends.

Mr. and Mrs. Johnny Q. Public are more interested in a new record by some outstanding recording star they like, than in the number of lights, plastics, tubes, lumilines, etc. which are contained in the automatic phonograph.

If they want to hear one of the stars singing a song they like—the coin they deposit—is not being deposited to buy that machine. It's put in there to listen to that star—whether he's Bing Crosby, Dinah Shore, Perry Como, Frankie Laine, Guy Lombardo or any of the many others who come to mind.

This has been proved by the fact that wall and bar boxes and cabinets have been successful.

The operator simply must remember that he is not selling his machine to the public. He is, instead, selling whatever that machine vends. Therefore, to make his sale more successful, he must meet with whatever conditions Mr. and Mrs. Johnny Q. Public impose on him, and, on his equipment.

Once the operator has definitely engraved on his mind that it is not his machine Mr. and Mrs. Johnny Q. Public are buying, he will move ahead faster than he ever did before.

The answer, as leaders have seen it, is for the operator to serve Mr. Public in the way to which Mr. Public has become accustomed, and with the merchandise which Mr. Public desires.

That is the idea in merchandising—whether it is merchandising entertainment, music or any other product or service.

Remember, then, that Mr. and Mrs. Johnny Q. Public don't walk up to the machine with a coin in their hands to buy the machine. They are, instead, buying what that machine vends.

The product that is being vended must be made just as attractive to them as the leading merchandise experts in the nation make it attractive in all other fields. Among these can be counted the noted department stores, who continue to attract attention to themselves and who continue to garner the major portion of sales, for they realize that Mr. and Mrs. Public haven't come in to buy their stores but, instead, have come to buy the merchandise which the stores feature.

How, then, can the operators best obtain the lion's share of what the public want to spend for entertainment, for music, for merchandise?

Simply by offering the public neat, clean, sparkling, attractive, interesting and completely better machines, and making those machines actually "talk out loud" to encourage the public to use them.

The bad needles, bad records, dirty and smudged coin operated phonos aren't going to get the business. The neglected, too-long-on-location, unclean pin games, aren't going to get the business. The old fashioned and dirty merchandisers aren't going to get the business. The uncleaned, unserviced machines of any kind aren't going to prove attractive to the public, and aren't going to make the public "want" to patronize them.

As leaders have time and again stated, Mr. and Mrs. Johnny Public aren't buying the machine when they walk up to it with a coin in their hands—they're buying the service the machine renders to them—the recording of the star they like—the entertaining relaxation of a coin operated amusement machine—the merchandise which is right on their doorstep. It's up to the operator to continue to attract the public's patronage to his machines by remembering that, "it's what's in the machine that counts."

There is no longer any need for the average operator to get out there and simply punch machine after machine at the public, if he isn't going to make that machine something that the public most definitely wants.

There's no use trying to pull wool over the public's eyes, for the public today can buy competitively and almost at their own price. Inflation is gradually becoming deflation.

The operator must give the public a bargain—a great, big, brand new bargain with a gorgeous lot of flash around it. That means he must simply remember that he isn't selling the public his machine. He's selling service, entertainment, merchandise.

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TIE IN WITH GOOD SHOWMANSHIP

Coinmen Urged to Help Sponsor Charity Drives by Donating Percentage of Intake. Use Radio and Newspapers to Advertise to Public, Boost Locations, Equipment

NEW YORK—"Tie in with good showmanship", should become the slogan of the coin machine industry from now on in.

Coinmen thruout the nation have learned that engaging their attention and their time with the "technicalities" of the coin machine business, such as the various features of machines, alone, isn't what brings in the money.

The real fact remains that the coin machine operator must be a showman in his own right to enjoy profits proportionate to what his equipment costs him, so that he can continue on in this industry profitably and successfully.

The time has arrived for the average operator to forget about technicalities and to, instead, remember more about showmanship—the one thing that will continue him in the trade profitably.

For years intelligent coinmen tied in with everything of importance in their communities. If there was a drive afoot to help some worthwhile charity, coinmen were first to offer their assistance.

Not only did they offer a percentage of the intake from their equipment, but, they even went to the extent of advertising and promoting that worthwhile charity at their own expense, thereby gaining the plaudits and commendation of the public.

The trade seems to have forgotten this all important fact. Seems to have neglected the great possibilities which coin machines offer to the average charitable institution. The time has again arrived when coinmen should tie in, to popularize their machines in a much better light, with their communities.

Yet, this is but one item, in the long role of what showmanship can do for them. For instance, there is the radio and the newspapers and the various other advertising media which they can use.

Last week an editorial appeared here advising what an operator in Daytona Beach, Fla. was doing to capture more locations as well as obtain front money from his present locations, by buying a full hour's time on his local radio station and playing the records the public would hear in his juke boxes while, at the same time, boosting his locations.

This is only one method which can be used to make showmanship click. For all who are engaged in the coin machine business are in a showmanship business. Therefore, as showmen, they've got to keep ahead of the average business man and actually become the "Barnums" of their communities.

They must not be brassy or bold—they must be discreet—and, at the same time, they must be wholeheartedly cooperative with all the charitable forces at work in their community—but—in such fashion that the community will realize that they are absolutely not taking advantage of the good which these charities provide for the multitude.

The way that the coinmen of the nation entered wholeheartedly into the Damon Runyon Memorial Cancer Fund drive is only an example of what this industry can really achieve — and this field could have doubled and trebled the amount it donated to this fund—if all the people of this business would have come forth to help.

Yet, it is the belief of the leaders of the industry, that because the average coinman is most interested in his local community—he should instantly give his all to such effort—for this will prove of great benefit to all the trade.

There is no longer any doubt in the minds of those engaged in the field that the trade should make use of its own great power to help all concerned in every community in the nation, whether large or small, for such effort is what will continue the industry as the most outstanding division of the nation's entertainment fields.

Coinmen have always been first to offer everything they have to help every cause of their community. During the war they not only loaned their trucks and cars but bought trucks and cars and donated these to their communities, as well as giving all they could in cash.

Prior to the war not a charitable effort passed by a coin machine man. He made it his business to be first to offer the services of himself, his employees and his equipment. He must again return to the promotional showmanship which caused him to be so outstanding among the nation's entertainment fields.

Whether it is just a small, local effort, or a great national or international charitable affair, coin machine men should again be first to offer their help.

Only by such action will they win to their side the authorities who have so long opposed them—just as these people opposed the movies and now oppose television.

Showmanship is the heartbeat and the heartblood of the coin machine field. It should be its leading light. It should be the one thing for which this field can be best regarded. This should be one field on which every community in the nation can depend when it drives for a new charitable cause. And, each one of these things should be done from the heart—most completely—by every coinman in the country.

This is, then, the time when the industry returns to the use of good, old fashioned showmanship to once again help lead its way to the top of the fields which have made entertainment their forte—for this field leads all the entertainment industries in the nation—because of economy, portability and because, further, it is a field composed of the grandest people in the nation.

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THE CASH BOX

AMERICA'S ONLY WEEKLY MAGAZINE EXCLUSIVELY DEVOTED TO THE JUKE BOX INDUSTRY.

Music Section

March 27, 1948

ROY MILTON

One of the top leaders of small band combos, Roy Milton Specialty platters are shattering box office records in juke boxes throughout the nation. Rising to instant success with his first hit "R. M. Blues", Roy has continually demonstrated his popularity via such records as "Thrill Me", "True Blues", "Roy Rides" and "Camille's Boogie". His current click tune "Keep A Dollar In Your Pocket" seems destined to surpass all his previous sales records. Art Rupe, prexy of Specialty Records just renewed Milton's recording contract for a long period. Personal Manager: Ben Waller.

FEATURES

- ★ *The Nation's Top Ten Juke Box Tunes*
- ★ *The Cash Box Record Reviews*
- ★ *Juke Box Regional Record Report*
- ★ *'Round The Wax Circle*
- ★ *Hot In Harlem*
- ★ *The Broadway Beat*
- ★ *Rollin' 'Round Randolph*
- ★ *Folk and Western Record Reviews*
- ★ *The Nation's Big 5 Hillbilly, Folk & Western Juke Box Tunes*
- ★ *Hot On Chicago's South Side*
- ★ *The Cash Box Disc-Hits Box Score*

THIS WEEK'S RCA VICTOR RELEASE

PERRY COMO

with Russ Case and his Orch.

Laroo Laroo Lilli Bolero

Perry puts plenty of caressing Latin feeling in this heartwarming, catchy hit. Another "Chi Baba!"

When Your Hair Has Turned to Silver

(I Will Lave You Just the Same)

Grand old favorite especially picked from Perry's new album.

RCA Victor 20-2734

VAUGHN MONROE

"Down Memory Lane"
Album P-202

Memory Lane and **Memories**
RCA Victor 20-2717

Memories of You and **Just a Memory**
RCA Victor 20-2718

Remember and **Thanks For the Memory**
RCA Victor 20-2719

It's Easy to Remember and **Roses for Remembrance** RCA Victor 20-2720

RAY McKINLEY

and his Orchestra

Hailed as the best new band in years!

ANOTHER NEW RCA VICTOR STAR!

Airizay

This is a McKinley original . . . always a hit with Ray's fans. It'll win him many new ones.

Cincinnati

Novel number due for heavy plugging. Ray does the vocal.

RCA Victor 20-2736

JOHNNY BRADFORD

with Russ Case and his Orch.

ANOTHER NEW RCA VICTOR STAR!

If You'll Be Mine

Here's Manhattan's latest singing discavery doing that gay ditty from the B'way hit "Look, Ma, I'm Dancin'."

They Didn't Believe Me

Jerome Kern's famous oldie is a swell showcase for Johnny's rich, romantic voice.

RCA Victor 20-2729

SPADE COOLEY

and his Band

Whistle Bait

The "King of Western Swing" has revamped his band. This is a terrific number for the jukes!

Blonde Fiddle Blues

They'll go for Spade's rustic fiddle . . . and it's backed by some flashy steel and electric guitar fill-ins.

RCA Victor 20-2742

BUCHANAN BROTHERS

and The Geargia Catamaunts

Both sides will bring in the nickels far hillbilly locs! "A" is a warning to hot-tempered gals; the flip is in fast jump tempo with the boys dusting off same neat vocalizing.

High Tempered Mama
and
Just Hangin' On

RCA Victor 20-2743

BETTY RHODES

with Harry Zimmerman and his Orch.

Long After Tonight

It's the theme sung by Ingrid Bergman in "Arch af Triumph." Betty's best to date!

I Remember Mama

It's going to be plugged to the skies. From the pic af the some name.

RCA Victor 20-2735

LESLIE SCOTT

with Coleman Howkins and his Orch.

"A" is the title song from the new 20th Century-Fax film. Flip is on oldie that's coming back.

You Were Meant For Me
and
Under a Blanket of Blue

RCA Victor 20-2745

ROSALIE ALLEN

and The Black River Riders

Aha!
San Antone

It's another RCA Victor "First"! A take-aff on western artists wha shout it out. Swell follow-up for her "Never Trust a Man."

If I'd Only Been True To You

Easy-going tempo shows aff Rosalie at her best. Smaath far dancing, too!

RCA Victor 20-2744

WATCH THESE "CLIMBERS"!

THE HALL SISTERS

Money, Money, Money

RCA Victor 20-2728

TEX BENEKE

St. Louis Blues March

RCA Victor 20-2722

PERRY COMO

Because

RCA Victor 20-2653

HENRI RENÉ

Toolie Oolie Doolie

RCA Victor 25-1114

PEE WEE KING

Tennessee Waltz

RCA Victor 20-2680

ALL-TIME HITS RE-ISSUED!

TOMMY DORSEY

The Starlit Hour

RCA Victor 26445

HAL KEMP

Time On My Hands

RCA Victor 26300

SURE HITS!

VAUGHN MONROE

Matinee RCA Victor 20-2671

LOUIS PRIMA

Oh Florence

(The Thousand Islands Song)

RCA Victor 20-2619

THE STARS WHO MAKE THE HITS ARE ON

RCA VICTOR RECORDS

The Nation's TOP TEN Juke Box Tunes

The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.

CODE

AL—Alladin
AP—Apollo
AR—Aristocrat
BU—Bullet
CA—Capitol
DA—Davis
CN—Continental
CO—Columbia
CS—Coast
CE—Celebrity
DE—Decca
DEL—Deluxe
EX—Exclusive
KI—King
MI—Miracle
MA—Majestic
ME—Mercury
MG—M-G-M
LO—London
MN—Manor
MO—Modern
MU—Musicraft
NA—National
RA—Rainbow
RE—Regent
SA—Savoy
SD—Super Disc
SI—Signature
SP—Specialty
ST—Sterling
TO—Top
TC—Twentieth Century
UN—Universal
VI—Victor
VT—Vitacoustic

1 NOW IS THE HOUR

In third place a week ago this heavily played tune garners the top here.

CA-15024—Margaret Whiting
CO-38061—Horace Heidt O.
CO-38115—Buddy Clark
DE-24279—Bing Crosby
LO-110—Gracie Fields
MA-1191—Eddy Howard O.
ME-5103—Les Paul Trio
MG-10125—Kate Smith
MU-532—Shep Fields O.
SI-15178—Ray Bloch O.
VI-20-2704—Charlie Spivak O.

2 I'M LOOKING OVER A FOUR LEAF CLOVER

Drops one spot this week although play continues to boom throughout the nation.

CA-491—Alvino Rey O.
CO-38100—Tony Hill O.
CO-38081—Arthur Godfrey
ME-5105—Frankie Laine
ME-5100—Uptown String Band
MG-10119—Art Mooney O.
MU-543—Polka Dots
RA-10043—Jimmy Saunders
SI-15117—Ray Bloch O.
TR-220—Alexander O.
VI-20-2668—Three Suns

3 MANANA

Still in the third spot—a great coin winner for ops.

CA-15022—Peggy Lee
DE-24333—Mills Bros.
LO-187—Edmundo Ross

4 BEG YOUR PARDON

In fifth place last week, this plug ditty moves up one to take over fourth place.

BU-1012—Francis Craig
CA-490—The Dinning Sisters
CO-38036—Frankie Carle O.
MG-10140—Art Mooney O.
VI-20-2647—Larry Green O.

5 GOLDEN EARRINGS

Bounces up again to grab onto the fifth slot and more coin for a slew of ops.

CA-15009—Peggy Lee
CO-37932—Dinah Shore
DE-24270—Guy Lombardo O.
DE-24278—Bing Crosby
ME-3072—Anita Ellis
MG-10085—Jack Fina O.
VI-20-2585—Charlie Spivak O.

6 BALLERINA

Still drawing buffalo with play holding its own in many phonos.

CO-38381—Buddy Clark
DE-24265—Enric Madriguera
DE-24278—Bing Crosby
ME-5075—Jerry Shelton Trio
MG-10035—Jimmy Dorsey O.
MU-15116—Mel Torme
VI-20-2433—Vaughn Monroe O

7 SHINE

Kicking up a terrific storm in a zillion phonos. Play nothing short of terrific.

DE-25354—Ella Fitzgerald
DE-25353—Guy Lombardo O.
DE-24382—The Mills Bros.
ME-5091—Frankie Laine
VI-20-2760—Hot Qintette

8 SERENADE OF THE BELLS

Continues to draw nickels altho play is on the way down.

CA-15007—Jo Stafford
CO-37956—Kay Kyser O.
DE-24258—Guy Lombardo O.
ME-5090—Vic Damone
MG-10091—Bob Houston
VI-20-2372—Sammy Kaye O.

9 I'LL DANCE AT YOUR WEDDING

On the bottom last week—a sudden upsurge in play has this ditty in the ninth spot again.

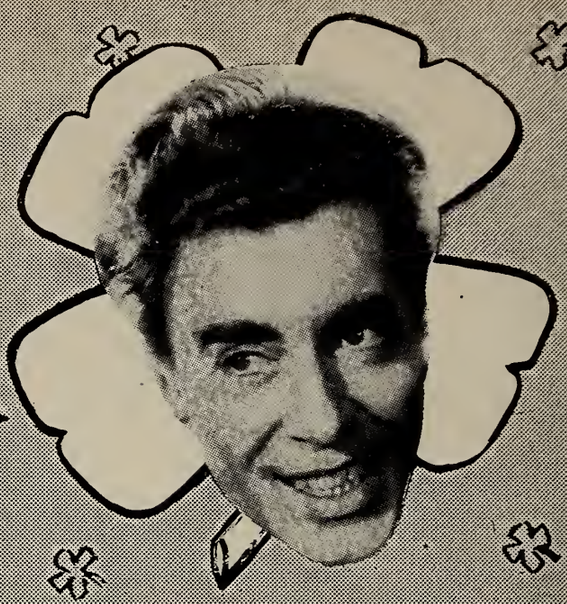
CA-15009—Peggy Lee
CO-37967—Ray Noble O.
DE-24266—Jeanie Leitt
ME-5090—Vic Damone
MG-10095—Helen Forrest
VI-20-2512—Tony Martin

10 BUT BEAUTIFUL

Steadily catching coinplay — this tune bounces into the disk spotlight this week, with ops pegging it highly.

CA-15024—Margaret Whiting
CO-38053—Frank Sinatra
DE-24283—Bing Crosby
DE-24294—Bing Crosby
ME-5096—Frankie Laine
MG-10126—Art Lund
MU-538—Mel Torme
SI-15117—Ray Bloch O.
VI-20-2616—Tex Beneke O.

THANKS! . . . Ops—Distributors
Disk Jockeys & THE CASH BOX
For Your Selection Of
"BABY FACE"
AS
DISK O'THE WEEK
". . . IT'S ANOTHER LALAPALOOZA FOR MAESTRO ART MOONEY—AND A GOLD MINE FOR MUSIC OPERATORS! . . . GRAB IT!"



ART MOONEY
and his Orchestra's
SMASH RECORDING OF
"BABY FACE"
backed by
"ENCORE CHERIE"
M-G-M Record No. 10156

GOING STRONG!
"FOUR LEAF CLOVER"
and
"BIG BRASS BAND FROM BRAZIL"
featuring
THE GALLI SISTERS
M-G-M #10119

LIST PRICE
60¢
EXCLUSIVE OF TAXES

on M-G-M RECORDS

Record Exploitation by: HENRY OKUN

THE CASH BOX Record Reviews

"Little White Lies" (2:21)
"Crying For Joy" (3:04)

DINAH SHORE
(Columbia 38114)

Pair of attractive sides by chirp Dinah Shore and the melody of "Little White Lies" and "Crying For Joy" spill here. Top deck gets some smooth treatment byDinah as the light bounce rhythm of this favorite oldie seeps thru. Dinah's pitch is offered in gay styling with the rhythm accompaniment backing the lass in adequate fashion. On the flip with "Crying For Joy", Dinah comes back with more cute lyrical expressions on this mellow piece. Instrumental backing by maestro Sonny Burke offers Dinah a pleasant showcase. Both sides should meet with fair approval—especially so by Dinah's many fans.

"You Turned The Tables On Me" (2:49)
"My Guitar" (2:36)

JIMMY DORSEY ORCH.
(MGM 10162)

Maestro Jimmy Dorsey sets a pair here that might boost his crew into the phono spotlight once again. Tilted "You Turned The Tables On Me" and "My Guitar", Jimmy renders a polished performance on the pair, with the top deck grabbing off the limelight. Thrush Carol Scott spoons the magic wordage here, with the ork filling the background with musical moments that count. Vocal spot is effective and altho it won't draw raves, the gal fills the bill. Flip is romance material, with piper Bill Lawrence offering sugar coated lyrics. Stuff is styled in the sweet Dorsey manner with loads of sax echoing throughout the wax. If you have an extra spot on your machine—this pair should suit your needs.

"Baby Face" (2:23)
"Down In Jungle Town" (2:20)

PHILLIE ALL STAR STRING BAND
(Apollo 1112)

More string band music and the cinch to clinch tones of "Baby Face" and "Down In Jungle Town" seep thru on this bit of wax. Stuff rendered by the Phillie All Star String Band shows as excellent material for the phonos with the top side ditty, "Baby Face", grabbing all the glory. Tune is highly flavored by some wonderful banjo which keeps the metro of the ditty hot and heavy all thru. It's the oldie that scored like mad many moons ago—we see no reason why it shouldn't go today. Flip parrots the top deck and makes for more pleasant listening. Get next to this duo—but pronto!

"I Can't Give You Anything But Love" (2:47)
"King For A Day" (2:41)

SABBY LEWIS ORCH.
(Crystal Tone 516)

This thing is bound to go like sixty! One of the best interpretations of "I Can't Give You Anything But Love" is offered here by the excellent Sabby Lewis crew, with the rhythm running hog wild throughout the wax. Band vocal in novel wordage arrangement cops the lead, with some wonderful solo spots filling the air with loads of bounce. Stuff should meet with high favor from the crowd that goes for this brand. Flip, titled "King For A Day" digs down deep with piper Ted Rogers warbling the mellow wordage. Wax makes for pleasant listening and altho this side won't stop traffic, it should garner its fair share of phono play. Top deck will really kick up a storm.

DISK O'THE WEEK

"Laroo Laroo Lilli Bolero" (2:41)
"Hold It Joe" (2:50)

SHEP FIELDS ORCH.
(Musicraft 546)

SHEP FIELDS

Here's a nickel-nabber if there ever was one! Long missing from the phonos as a name attraction, maestro Shep Fields is a cinch to score heavily with this Neapolitan ode. Titled "Laroo Laroo Lilli Bolero", Shep offers a ton of sparkling rhythm to set the stage for an avalanche of coin play. Balladeer Bob Johnstone to the mike to warble the enchanting wordage which tells the tale of a magic phrase. The pipers soft blending resounds throughout the wax in exquisite tones that satisfy, while Shep and the boys provide some excellent background. Stuff is a natural for the quiet spots and should grab a slew of coin. On the flip with a bit of a novelty piece tagged "Hold It Joe", chirp Toni Arden joins with Bob Johnstone to render some favorable musical moments. Wax has a Latin kick to it and should meet with wide favor. "Laroo Laroo Lilli Bolero" rates like a spade flush—hop on the bandwagon.

"Moose On The Loose" (2:51)
"Miss Lucy" (2:39)

BULLMOOSE JACKSON ORCH.
(Super Disc 1056)

More race wax for music operators, with Bullmoose Jackson stepping out on "Moose On The Loose" and "Miss Lucy". Top deck, an all instrumental affair, spills in very fast metro and is made for the crowd that loves to jump. You're sure to go for this piece—the rhythm offered is excellent. Backing shows Bullmoose wailing the hypo lyrics to "Miss Lucy" in adequate styling. Wax weaves around the title as the maestro offers the heavy wordage about his gal. Both sides are there for the asking—you take it from here.

FIGURES SHOWN FOLLOWING SONG TITLES, INDICATE PLAYING TIME OF RECORD.

"Keep Me In Mind" (3:02)
"Scratch My Back" (2:21)

BUDDY GRECO & THE SHARPS
(Musicraft 548)

Here's one that's a shot in the dark. Following on the heels of their smash success with "Oooh Looka There Ain't She Pretty". Buddy Greco & The Sharps set a platter that appears as if it will repeat. Labeled "Keep Me In Mind", Buddy grabs the vocal lead to spoon some velvet lyrics around this affectionate ballad. The kids tonsils have that infectious twang to it, making this deck all the more attractive. Wonderful backing in soft delicate mood spikes the cookie immensely. Natch the wax spills slow tender mood and makes it a sure bet for the kids that love to love. Flip is a novelty piece titled "Scratch My Back", with Buddy in the vocal spotlight once again. Rhythm backing has some nice bounce to it altho it's Buddy's pipes that grab the lead. "Keep Me In Mind" will keep the ops in coin—grab it.

"It's Easy When You Know How" (2:50)
"It Began In Havana" (2:59)

XAVIER CUGAT ORCH.
(Columbia 38135)

Delightful rhythmic offerings of maestro Xavier Cugat, coupled with the nostalgic vocal styling of balladeer Buddy Clark set the stage for some excellent coin play here. Top side titled "It's Easy When You Know How" has Buddy spooning the gilded wordage, while famed orkster swings out with some highly fashioned Latin-American rhythm. Wordage spills around the title and is suited for both the dance and listener crowd. On the flip with "It Began In Havana", Xavier showers piper Bob Graham to the mike to offer the cute romance lyrics here. Rendition is effective and is pleasant throughout. Soft floating strings and loads of sweet make this another item for the cupid kids. We go for the top side—we're sure you will too.

"Jumpin' At The Woodside" (2:41)
"Music Hall Beat" (2:41)

ILLINOIS JACQUET ALL STARS
(Apollo 777)

Pair of sides for the hep jazzophile crowd and the full fashioned rhythm of swingster Illinois Jacquet spill here. Wax, titled "Jumpin' At The Woodside" and "Music Hall Beat" offers all the riff and holler you can stand, with the maestro's flourishing sax highlighting the pair. Top deck is the Basie favorite, and as offered here, should meet with wide approval. Tempo is merry throughout with the crew coming in for spots. Backing has heavy beat and should go big with the race fans. We like "Jumpin' At The Woodside"—whirl it!

"I Want A Little Girl" (2:42)
"T-Bone Jumps Again" (2:38)

T-BONE WALKER
(Black & White 125)

Riding hot and heavy in a zillion race spots, T-Bone Walker sets the stage for added coin play with this piece titled "I Want A Little Girl." Waxing moves in slow timing throughout with the maestro's fond pipes pitching a charmed story. Loads of mellow guitar are offered here, while the rest of the crew keep the tone down low to round out the side. On the flip with "T-Bone Jumps Again", the gang display their excellent wares in high fashion, with T-Bone's guitar leading again. Both sides should come in for some heavy coin play, with "I Want A Little Girl" hogging the limelight.

HITS OF THE WEEK on M-G-M Records

ART MOONEY and his Orchestra
BABY FACE *Vocal by the Ensemble*
ENCORE, CHERIE *Vocal by Bud Brees*
M-G-M 10156 60¢

MARION HUTTON Orchestra directed by Sonny Burke
MY BROOKLYN LOVE SONG *(From the RKO picture "If You Knew Susie")*
LITTLE WHITE MOUSE
M-G-M 10160 60¢

MACKLIN MARROW and the M-G-M Orchestra
LA BAMBA DE VERA CRUZ
BEYOND THE SEA *("La Mer")*
M-G-M 30068 75¢

ART LUND Orchestra directed by Johnny Thompson
WHAT'S GOOD ABOUT GOODBYE
IT WAS WRITTEN IN THE STARS *(Both from the Universal-International picture "Casbah")*
M-G-M 10158 60¢

KATE SMITH Orchestra directed by Jack Miller
LONG AFTER TONIGHT *(From the Enterprise picture "Arch of Triumph")*
THE MIRACLE OF THE BELLS *(Theme of the Jesse Lasky picture "The Miracle of The Bells")*
M-G-M 10157 60¢

JIMMY DORSEY and his Orchestra
MY GUITAR *Vocal by Bill Lawrence*
YOU TURNED THE TABLES ON ME *Vocal by Carol Scott*
M-G-M 10162 60¢

JACK EDWARDS and his Orchestra
MY FAIR LADY
I WISH I KNEW THE NAME *(Of The Girl In My Dreams)*
Both vocals by Jack Edwards
M-G-M 10161 60¢

TOMMY ROBERTS Orchestra directed by Hugo Winterhalter
IT'S THE BLUEST KIND OF BLUES *(My Baby Sings)*
JULIE
M-G-M 10159 60¢

BUD HOBBS with his Trail Herders
HONEY THERE AIN'T NO PLEASIN' YOU
ENOUGH IS ENOUGH
M-G-M 10163 60¢

M-G-M COIN CATCHERS

BUDDY KAYE'S *Thoughtless* M-G-M 10137
BETTY GARRETT'S *There Ought To Be A Society* M-G-M 10147
BOB WILLS' *Closed For Repairs* M-G-M 10139

LIST PRICE 60¢ Exclusive of taxes

M-G-M RECORDS
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ROUND THE WAX CIRCLE

by Byrde Gore

The fact that diskers continue to lose out on potential record sales is greatly evidenced by reports reaching *The Cash Box* of operators who are substituting old stand-by recordings for current hit platters. Operators, in ever increasing numbers have made inquiries to *The Cash Box* to learn who their distributor is for a particular record line. The loss in sales volume arises when the operator, upon learning that he must travel great distances to purchase fifty or even more recordings, says, "The devil with it—I'll use this oldie". The simple fact is that the cost of that trip to purchase necessary recordings largely exceeds the total purchase price of those same recordings. Then again, operators as a group, do not know where their record distributors are located, because of the lack of published information. The state of Texas is the proving ground. In order to adequately supply that large territory, many diskers have found that they need at least four distributors. To wit: The majority of record manufacturers throughout the nation have only two—and many one. As a matter of fact we know of several who don't even have a distrib in Texas—causing ops and dealers to chase up to Oklahoma City or Denver to spend a few bucks. The situation certainly needs some drastic changes—the music ops deserve it.

* * *

The tremendous popularity of chirp Sarah Vaughn certainly isn't limited to music fans. Police of Atlantic City, N. J. are seeking a fan (?) of the singing star in connection with a robbery that took place at one of the resort city's largest music shops, Ben Heller's Music Center. Taking inventory following the burglarizing of his store, Heller reported that in addition to the cash taken from his register, the thief took off with 250 of Sarah's Musicraft disking of "My Gentleman Friend". Police are checking her fan mail we hear, in an effort to track down the meanie.

* * *

Aside to the gang from California: Loads of interesting stuff to be found in California Clippings—page 47. . . . Believe it or not—Elliot Lawrence's disking of "Shauny O'Shay" got a boffo of a sendoff this past March 17. . . . Perry Como, noted for the informality of his attire, follows through with his casual dress backstage at NBC, where he reports for rehearsal in a sport shirt, changing to shirt and tie for his 7 P.M. broadcast, and then back to a sport shirt until his 11 P.M. broadcast. . . . Buddy Moreno bows into the spotlight with his New York debut at the Hotel Commodore late in March. . . . Palda Records over the 100,000 mark with their disking of "Heartbreaker". . . . Get a load of "Bye Bye Blackbird" on Crystal-Tone. . . . Is everybody ga-ga about the latest King Cole platter? . . .

* * *

Peggy Lee hits New York this coming June. . . . Paul Kapp, prexy of General Music Publishing Co., off to the Coast for the Academy Award selections. . . . Hasn't Henry Okun a "Baby Face"? . . . Nellie Lutcher knockin' 'em dead at the Oriental in Chicago. . . . Gordon MacRae causing more sighs 'n screams than anybody in many a moon. . . . Jack Lacy, WINS, New York, getting offers by the ton. . . . Rainbow Records' "The Things You Left In My Heart" slowly kicking up a storm. . . . What New Jersey disk-jockey has the formula for acquiring a sun tan while passing the time of day in Miami's hoose-gow?

THE CASH BOX Record Reviews

"I Wish I Knew The Name" (2:31)
"My Fair Lady" (3:03)
JACK EDWARDS ORCH.
(MGM 10161)

● Pair of pleasing sides by newcomer Jack Edwards and the metro of "I Wish I Knew The Name" and "My Fair Lady" seeping thru here. Top deck has a bit of life and bounce in it with maestro Jack to spoon the fancy wordage himself. Orchestral backing here is pleasant and shows a distinctive musical styling. Flip, an adaptation of the nursery rhyme "London Bridges" shows Jack and the gang in complementary light as they offer in ballad tempo "My Fair Lady". Jack's heavy pipes, a la Vaughn Monroe, have sincere feeling and meaning in his interpretation. Wax is made for the quiet dinner spots, where they love to sit back and relax. The lad's initial hunk of wax deserves a spot in your machine—hop to it.

"Laroo Laroo Lilli Bolero" (3:10)
"Someone Cares" (3:20)
FRANKIE CARLE ORCH.
(Columbia 38130)

● Another potential coin winner by maestro Frankie Carle with this ditty bound to be among the featured aisks in the phonos in the near future. Titled, "Laroo Laroo Lilli Bolero", piper Gregg Lawrence steps to the deck to offer the simple flowing wordage. His rendition is easy on the ears and makes for pleasant listening. Light instrumental backing, coupled with maestro Carle's fine ivory fashions back the lad with smooth music all the way. On the flip with more ballad material, chirp Nan Wright grabs the lead to offer "Someone Cares." Stuff parrots the top deck in mood and manner. It's a plush velvet setting that should go over well with the more sedate set. Both sides should boost your phono play.

"We Just Couldn't Say Goodbye" (3:05)
"But None Like You" (3:10)
FRANK SINATRA
(Columbia 38129)

● Pair of bright and favorable sides by the widely popular verce, Frank Sinatra and the wax message of "We Just Couldn't Say Goodbye" and "But None Like You." Top deck is an oldie that gets a sparkling and enthusiastic sendoff by Frankie, while the instrumental trio behind him radiates brilliantly. Stuff makes for mellow listening and should meet with wide favor. On the flip with a switch to the more gentle, sincere ballad that Frankie usually spoons, it's an air of delicacy that greets the listener for "But None Like You". Waxing gets some polished brass by maestro Alex Stordahl, while Frankie spills the gilded lyrics. Dig the title and you've got the story on this one. Both sides for the soda spots where the kids love this stuff.

"Beyond The Sea" (3:07)
"All The Way" (3:08)
HARRY JAMES ORCH.
(Columbia 38134)

● Pair of flashy Harry James sides and the tones of "Beyond The Sea" and "All The Way" grind thru. Top deck should meet with wide favor—it's a piece of deep, meaningful music that gets a splendid sendoff by chirp Marion Morgan. The gal's lusty pipes pitch this fervid piece in deep throbbing tones that will meet your ear and make you wanna get up close. Maestro James' horn and some beautiul singing strings offset the backdrop to spike the disk all the way. On the flip with an all instrumental affair titled "All The Way", the James crew displays their versatile talents in fairish mood. Top side, "Beyond The Sea" will draw the moola.

SLEEPER OF THE WEEK

"Long After Tonight" (3:01)
"The Miracle Of The Bells" (3:06)
KATE SMITH
(MGM 10157)

KATE SMITH

● This disk is by all means—a must item in your machines! Establishing herself as a winner in the phonos, Kate Smith sets with a deck that should be a gold strike for music ops. From the forthcoming Enterprise film production "Arch Of Triumph", Kate renders the rapturous music to "Long After Tonight", and does so in such strong powerful tones as to attract attention throughout the music world. Kate's rendition of this bit is by far one of her best ever. The deep meaning found in her lyrical expression draws close attention, and keeps the listener enthralled by a first rate performance. Musical background provided by maestro Jack Miller is superb—an aura of soft gilded strings floats throughout the entire waxing in excellent manner. On the backing with more flicker music, Kate gives with another wonderful waxing in "The Miracle of the Bells", from the pic of the same name. It's another plush setting and more velvet on this side, with the wax resounding with buffalo all thru. Both sides should come in for some exceptional flack once their flicker attachments are released—with "Long After Tonight" hogging the spotlight.

"It Was Written In The Stars" (2:40)
"What's Good About Goodbye" (3:02)
ART LUND
(MGM 10158)

● The nostalgic gilded tones of choir boy Art Lund and a pair of flicker tunes that are sure fire juke box material. You'll go for the soft setting of "It Was Written In The Stars" and "What's Good About Goodbye", both from the forthcoming Universal-International flicker "Casbah." Top deck grabs the glory here with Art's ear pleasing vocal strains spilling around some mighty fond music furnished by maestro Johnny Thompson and his boys. The pair, loaded with vapor for the moon-in-june kids make for dreamy listening throughout. Flip is another tear provoker, with Art's velvet tonsils filling the air in fond manner. Where they go for Lund they'll hold still for this duo.

"You Turned The Tables On Me" (2:58)
"Give Me Those Good Ole Days" (2:50)
BENNY GOODMAN ORCH.
(Capitol 15044)

● Click Benny Goodman crew serves a blue ribboned pair of phono finds with their rendition of "You Turned The Tables On Me" and "Give Me Those Good Ole Days." Top deck, featured chirp Emma Lou Welch to wail the infectious wordage of this gay oldie, should start a steady stream of coin rushing in the machines. Emma's vocal spot is both catchy and delightful, of the sort to make you wanna keep playing the thing time and again. Flip is a piece aimed at the tavern spots, and is offered in gay '90 vintage. Vocal combo to the fore to spill the mellow wordage, undoubtedly familiar to most ops. We go for the top deck and "You Turned The Tables On Me"—it should mean lots of phono action for the ops.

"Toolie Oolie Doolie" (2:39)
"Helicopter Polka" (2:50)
WALT DANA ORCH.
(Dana 2015)

● Click tune kicking up a storm in oh so many spots gets a hypo with this rendition. Walt Dana crew step out in high fashion to spill the catchy "Toolie Oolie Doolie", the Swiss yodel polka. Echo effect in the vocal chorus is both charming and appreciable, while the instrumental backing spikes the cookie. On the flip with more polka rhythms, Walt offers "Helicopter Polka." What with the entire music world going buggy over polkas, we see no reason why this one shouldn't go as well. "Toolie Oolie Doolie" will boost your phono take—get it.

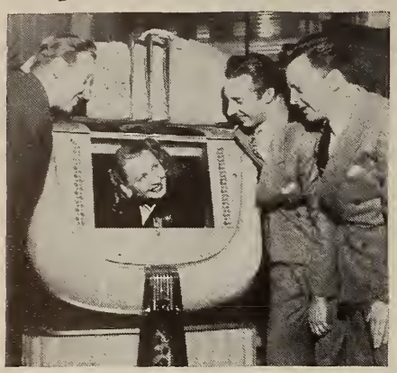
"Wedding Bells Are Breaking Up That Old Gang Of Mine" (2:41)
"Jealousy" (2:49)
AL BLANK TRIO
(Rainbow 10053)

● There's no doubt about this one nabbing nickels for phono ops! The Al Blank Trio step out in top notch fashion with this oldie that should have the tavern set on their ear—but pronto. It's "Wedding Bells Are Breaking Up That Old Gang Of Mine", replete with high button shoes, high collar and derby hat to sparkle this thing into a ton of coin play. Fond harmonica tones in the second chorus spike the disk all the way and add to the cookies' attractiveness. On the backing with the favorite "Jealousy", the trio come back for some bright patterns in hamonica styling. Disk always has appeal and as such, should win favor with many ops. Top deck will score like mad.

"Silly No—Silly Yes" (2:51)
"Ok'l Baby Dok'l"
CONNIE HAINES
(Signature 15179)

● This one really is a silly dilly of a ditty—with appropriate title to match. Chirp Connie Haines steps out in high gear to offer cute lyrics here which are well loaded with possibilities to score heavily in the phonos. "Silly No—Silly Yes", weaving with a Latin background beat should grab it's fair share of phono play. On the backing with the rapidly rising "Ok'l Baby Dok'l", Connie pitches pipes in wee manner to sparkle radiantly throughout this cute novelty piece. Ditty is currently kicking up a storm throughout many sections of the nation—Connie's rendition should have it blossoming. If your machines need some excellent filler material—this pair will do.

Playin' Peek-A-Boo!



NEW YORK—That's Helen Carroll, RCA-Victor records star playing peek-a-boo through the juke box with her vocal group The Satisfiers. The combo are heard along with Perry Como on the Chesterfield air-show twice weekly, NBC. The group recently showed an interest pertaining to the inner workings of the juke box—and look at the results!

Gem Disk Booms!

NEW YORK—Initial release by Nat Cohn's Gem Records started to boom this past week, with the plattery having already surpassed initial orders. The platter "Sinbad The Samba" by Dolphy Traymon is said to have passed the 100,000 mark in sales already.

Cleveland Phono Ops Select "Toolie Oolie Doolie" April Hit Tune

CLEVELAND, O.—The Cleveland Phonograph Operators Association, at their monthly Hit Tune Party, selected the rapidly rising hit song "Toolie Oolie Doolie" as their Hit Tune Of The Month for April this past week.

The disk selected was the Vaughn Horton arrangement, featured on Continental Records.

The recording was first introduced by disk jockey Howie Lund, WJMO, with Lund receiving a flood of favorable comments via the mail. Lund's requests plus the tremendous amount of calls operators received for the recording prompted the ops association to select the tune.

As Hit Tune of the Month for April, "Toolie Oolie Doolie" will be featured in the number one spot on the more than 3000 juke boxes in the Cleveland area, association president Jack Cohn disclosed.

Reports from the Continental diskery in New York indicate that the tune has already surpassed initial orders with the factory aligning additional pressings at the present time.

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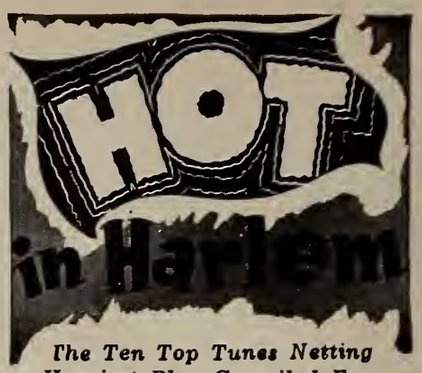


The Ten Top Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators in New York City's Harlem.

1 FINE BROWN FRAME
Nellie Lutcher
(Capitol 15032)
Still on top of the heap with the coin really rolling in.

2 35-30
Paul Williams Sextet
(Savoy)
Repeats in a flash. A real great coin winner for the ops.

3 ALL MY LOVE BELONGS TO YOU
Bull Moose Jackson
Bullmoose Jackson keeps clicking along with ops going mad for more.

4 BUBBLES
Bill Moore
(Savoy 662)
In sixth place last week, this plug tune jumps into the fourth spot here.

5 TOMORROW NIGHT
Lonnie Johnson
(King 4201)
In the ninth spot a week ago—here it is in fifth place. Packing 'em in.

6 I LOVE YOU YES I DO
Bull Moose Jackson
(King 4181)
Bounces around from seventh place it occupied a week ago to grab the sixth spot this week.

7 HONEY, HONEY, HONEY
Hadda Brooks
(Modern 524)
In fifth place last week—into lucky seven here. Still grabbing a slew of coin.

8 GONE AGAIN
Lionel Hampton O.
(Decca 24248)
Drops to eighth place this week altho ops are still going for the stuff.

9 TOGETHER
The Ravens
(National 9042)
More hep Ravens material with this latest platter booming.

10 WHEN I GROW TOO OLD TO DREAM
Arnett Cobb
(Apollo 775)
Really kicking up a storm throughout Harlem. Ops report peak play.

1 ALL MY LOVE BELONGS TO YOU
Bull Moose Jackson
(King)
Repeats its click position of last week with play storming the machines.

2 BUBBLES
Bill Moore
(Savoy 662)
In fourth place a week ago; here it is in the number two spot. Going mad!

3 35-30
Paul Williams Sextet
(Savoy 661)
Drops one this week, altho play continues to boom heavily.

4 CORN SHUCKS BLUES
Little Miss Corn Shucks
(Milton 243)
In third place a week ago this plug tune drops one spot to grab onto fourth place.

5 UNION MAN BLUES
Andrew Tibbs
(Aristocrat 1101)
Still catching bugalo heads and in large amounts at that.

6 THERE'S NO YOU
The Ravens
(National 9042)
Rises from the eighth spot it occupied last week to take over sixth place.

7 FINE BROWN FRAME
Nellie Lutcher
(Capitol 15032)
On the bottom a week ago, the click name of Lutcher and this disk boom into seventh place.

8 HONEY, HONEY, HONEY
Hadda Brooks
(Modern 524)
Drops a few this week, altho ops report play holding its own.

9 SOOTHE ME
Johnny Moore
(Exclusive 259)
In the seventh spot last week, this hep ditty grabs ninth place here.

10 BYE BYE BABY BLUES
The Ravens
(Hub 3033)
Another Ravens coin culler bounces into the disk spotlight. Ops going for it!

DISK PROMOTION POSTERS HYPO JUKE BOX PLAY—OPS FIND QUARTER AND DIME PLAY GREATLY INCREASED

"Hit Parade" Posters Dress Up Locations—Many Music Ops Associations Undergoing Test Campaigns

NEW YORK—The increased use of posters, designed by Hit Parade, Inc., with headquarters in this city, is resulting in an immense increase in automatic music play, *The Cash Box* learned this past week.

The posters, currently undergoing test campaigns by the New York Automatic Music Operators Association; the Philadelphia Music Operators Association and many other trade groups, were recently distributed to a group of music operators throughout the metropolitan New York area. Checks were made on those locations, determining the amount of play per phonograph prior to the use of the Hit Parade poster and the amount of play after the poster had been on the juke box.

Music operators were learned to be enthusiastically endorsing the poster. Results of spot tests in this area proved that play increases greatly and in addition, the amount of quarter and dime play had increased as much as 40% in some locations.

One well known music operator, when queried as to the promise the posters hold for other music ops, stated, "I'm sold completely on these Hit Parade posters. Not only do they satisfy myself by greatly increasing the total amount of play, but my locations find that it has increased their business as well. The posters dress up a machine and make it easier for the potential customer to select a tune by featuring the 'top ten tunes' of the month right on the poster. The inclusion of pictures of top name artists also has its effect upon the public, since everybody constantly is seeking an association with 'glamour' ".

Yermy Stern, president of Hit Parade, Inc., disclosed the working details of the poster plan. "The cost to music operators is insignificant to the amount of return. The poster, issued monthly, costs the music op 30¢ per month. A frame, which fits the poster can be purchased by the music op at his local frame store. The poster fits right on the juke box and is easily attached. I've spoken to music operators and servicemen alike recently, and both agree that it will not only boost the total 'take' of the machine, but also boost their commissions."

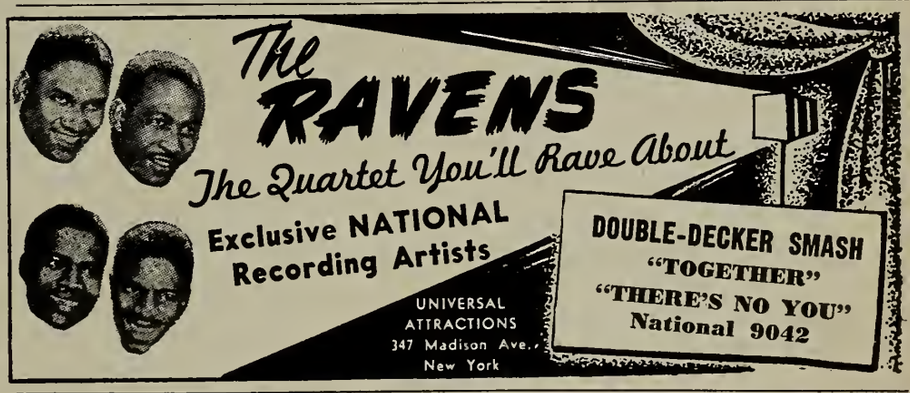
"This poster campaign", Mr. Stern continued, "is nothing more than point of sale promotion. By vividly displaying the music operator's merchandise, namely music, we have found that play has increased. At the same time, the bulk overhead operating costs of music operators have decreased. He buys less records by purchasing those tunes that are in great demand, and cuts down on scattered requests."

"The music operator, whose operating costs are certainly above his head today, needs this boost in 'take'. We are certain that our 'Hit Parade Posters' can accomplish this."

Ballen Records Move To New Philly Headquarters

PHILADELPHIA, PA.—Ballen Record Co., this city, announced the opening of new offices and showrooms, located at 1416 Wood Street, Philadelphia, this past week.

The firm, manufacturers of the Ballen and Gotham record labels also distributes the Rhythmtone, Celtic, Coast and Staff Record lines. The new headquarters feature modern showrooms, up to the minute pressing facilities, and fast delivery to music operators and dealers alike. Ivan Ballen, president of the firm, also announced the appointment of Mr. Len Schwartz as national sales and sales promotion manager.



WATCH
For
"HEARTBREAKER"
Aqua String Band
5119
★
MERCURY RECORDS

Jurgens Hosts To Visiting Orksters

NEW YORK—Bandleader Dick Jurgens (second from left) acts as host to a group of visiting maestros at the Cafe Rouge, Hotel Pennsylvania, at his recent first post-war engagement in New York following a successful tour of the west. Vaughn Monroe (left to right) is currently playing one-nighters, Eddy Howard holds forth at the Century Room, Hotel Commodore, and Buddy Moreno is packing 'em in at the Meadowbrook. Howard and Moreno were featured vocalists with the Jurgens band before they went out on their own.

Apollo Records Reopen Atlanta, Ga. Branch—Firm Will Distribute Three Labels

NEW YORK — Apollo Records announced the appointment of Martin Steinman, former executive in the Davega chain in New York City, as a branch manager for the diskery, to direct the management of the Apollo Atlanta, Ga., branch which reopens this week.

The Atlanta branch handles the record sales of the plattery for the states of Georgia and Alabama.

Steinman left this past week with Hy Siegel. Apollo Records president, who will direct the opening of the branch before entraining for the West Coast to look into production facilities there.

Apollo's decision to resume direct distribution from its own branch in Atlanta accompanies the announcement that the diskery has entered into negotiations to distribute several other record lines, not more than three it was learned, from its branch offices in Los Angeles, Detroit, Chicago and New York. Heretofore all branches had adhered to the policy of carrying only the Apollo label. In addition to its own company-operated distributing offices, the Apollo plattery has independent record distributors throughout the nation. The firm also announced the release of their first Charley Barnet album containing six of the maestro's most popular sides.

Specialty RECORDS, INC.
311 VENICE BLVD.
LOS ANGELES 15
CALIFORNIA
PRospect 6229

Roy Milton's
Latest
"KEEP A DOLLAR IN YOUR POCKET"
backed by
"MY BLUE HEAVEN"
SP522

TOP presents
All-Time Standards by
DICK KUHN & ORK.
"HEART OF MY HEART" No. 1151
"PUT YOUR ARMS AROUND ME HONEY" No. 1150
"YOU TELL ME YOUR DREAM" No. 1148
Write for Catalogue
Dist: Some Territories Available
TOP RECORDS, INC.
1674 Broadway New York 19, N.Y. COlumbus 5-7838

Standard Songs are MONEY MAKERS!
"BABY FACE"
Recorded by
ART MOONEY ..... M-G-M
UPTOWN STRING BAND ..... Krantz
BENNY STRONG ..... Tower
BUTCH STONE ..... Modern
Published by REMICK MUSIC CORP.
MUSIC PUBLISHERS HOLDING CORP.
NEW YORK, N. Y.

The Top Ten Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly to The Cash Box By Leading Music Operators In New Orleans, La.

1. **ALL MY LOVE BELONGS TO YOU**
   Bullmoose Jackson
   (King)

2. **BUBBLES**
   Bill Moore
   (Savoy 662)

3. **35 - 30**
   Paul Williams Sextet
   (Savoy 661)

4. **HONEY, HONEY, HONEY**
   Hadda Brooks
   (Modern 157)

5. **I LOVE YOU YES I DO**
   Bull Moose Jackson
   (King 4181)

6. **SOOTHE ME**
   Johnny Moore
   (Exclusive 259)

7. **BELL BOY BOOGIE**
   Todd Rhodes
   (Vitacoustic 1001)

8. **I CAN'T GIVE YOU ANYTHING BUT LOVE**
   Rose Murphy
   (Majestic 1204)

9. **THERE'S NO YOU**
   The Ravens
   (National 9042)

10. **MY LOVE IS LIMITED**
    Amos Milburn
    (Alladin 201)

The Top Ten Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly to The Cash Box By Leading Music Operators In Los Angeles, Cal.

1. **WRITE ME A LETTER**
   The Ravens
   (National 9038)

2. **I LOVE YOU YES I DO**
   Bull Moose Jackson
   (King 4181)

3. **TOMORROW NIGHT**
   Lonnie Johnson
   (King 4201)

4. **DON'T MAKE ME LATE BABY**
   Felix Gross
   (Downbeat)

5. **BEAMS OF HEAVEN**
   Sister Rosetta Thorpe
   (Decca 48070)

6. **LEND ME YOUR LOVE**
   Memphis Slim
   (Miracle)

7. **BARNYARD BOOGIE**
   Louis Jordan
   (Decca 24300)

8. **ROBINS NEST**
   Illinois Jacquet
   (Apollo)

9. **HONEY, HONEY, HONEY**
   Hadda Brooks
   (Modern 524)

10. **KEEP A DOLLAR IN YOUR POCKET**
    Roy Milton
    (Specialty 522)

NEW YORK INDIE RECORD DISTRIBS FORM TRADE ASSOCIATION — AIM FOR BETTER DEALER-OPERATOR RELATIONS

Distribs To Set Credit Information Pool; Will Discuss Central Buying and Code of Practices

NEW YORK—Independent record distributors, representing a large majority of the labels in the nation, met here this past week and formed a local trade group, the New York Record Distributors Association.

The meeting, primarily called to discuss existing credit conditions among dealers and operators was hailed by those present as immensely successful. Distributing firms present were Portem, Cosnat, Melody, Apollo, Malverne. Musicraft, Major, Milemore, Modern and Georgia.

Elected to temporary office were Jerry Blaine, Cosnat Dist. Co., as chairman, Al Hirsch, Malverne Dist. Co., treasurer and Bill Shocket, counsel and secretary.

Widely discussed and of far-reaching importance to the distributors, was the lack of a central credit bureau for the industry.

Pointing out that every other large industry has some source of credit information, Gloria Friedman. representing the Modern Record Sales Company, stated, "The need for a central bureau for the dissemination of information vital to the best interests of all distributors has shown itself more so in recent weeks."

"As a record distributor, I know that we are always seeking ways and means to establish better relations between our customers and ourselves. The frequent practice of giving music operators free title strips is a vivid example."

Other distribs pointed out that the percentage of failures among dealers has greatly increased in recent weeks. Were a central credit bureau established, all distributors could possibly help the potential loss by severally agreeing to extended credit terms or the like. All distributors represented at the meeting, emphatically agreed that dealings with automatic music operators were 100% financially secure.

Briefly discussed at this past meeting were the ideas of central buying and the organization of a code of standard practices. Central buying of corrugated and like items would result in a bulk savings for all distributor members, whereas a code of standard practices, if agreed upon, would set a pattern for all distributors' operation.

The distribs contributed an undisclosed sum to be used in the formation of permanent office help, etc. Bill Shocket, legal eagle for the group, disclosed that they will incorporate.

Fox Pubbery Nabs "Hold It!" Production Score

NEW YORK—Sam Fox Publishing Co., this city, disclosed that they had landed the publishing and music exploitation contract to "Hold It", a new Broadway musical production with score by Gerald Marks and Sam Lerner.

The Fox organization, who handled the exploitation of the smash Broadway hit "Brigadoon" have firmly made their showing in the musical production field. According to early reports. such songs as "Always You", "Nevermore", "It Was So Nice Having You", "Down The Well" and "Hold It!", are all tunes of hit calibre. To date nine songs are set for release and promotion.

Spokesmen for the Fox firm further disclosed that they are currently angling for two additional scores for 1948-49 season.

Whether or not recordings of the songs from the "Hold It" production were lined up for release could not be learned. Those concerned with this score feel that the current ban on recordings will have little or no effect when the show bows.

the Commanders "Lonesome Road" 20-567
Modern Records Hollywood

Awarded for the Best Record of 1947
VITAcoustic
MEANS
"LIVING SOUND"

A SMASH JUKE BOX HIT!
"MY HAPPINESS"
featuring
JON & SONDRA STEELE
on
DAMON RECORD D-11133-B
#1 on Kansas City boxes and spreading rapidly!
Damon Recording Studios Inc.
1221 Baltimore
Kansas City, Missouri

Short Shots
From the Hills and Plains

Bill Monroe plays Ohio dates during March and April, including a one-nighter in Akron . . . Grand Ole Opry Stars, Wally Fowler and the York Brothers will team up to play personal appearance dates in April . . . Other Opry acts on the road in April include Grandpa Jones and Cowboy Copas, Lew Childre, Lonzo & Oscar and Robert Lunn . . . Roy Acuff takes his big show to Constitution Hall in Washington, D. C. on April 9th. Acuff's network show for a coffee sponsor is heard for a half hour every Saturday, 7:30. Show originates from WSM and is broadcast over the Universal Network . . . Cowboy Copas, who hit the jackpot with his King disking of "Signed, Sealed & Delivered" receives hundreds of requests for that tune every day . . . Grand Ole Opry air show will be featured in a spring issue of Seventeen. . . . Harry Stone, who started with WSM over two decades ago as the only announcer on Grand Ole Opry was honored by members of the Opry and his staff at parties this past month. . . . Sam Hollingsworth, who entered the folk music field with a sensational arrangement of "Turkey In The Straw" which he bowed on his bass fiddle, has organized a band of his own. . .

* * *

Hank Thompson's Capitol disking of "Humpty Dumpty Heart" is racking up a stack of jack in the jukes . . . Kenny Roberts doing live shows on KMOX, St. Louis. Kenny is one of the finest yodelers in the country. . . . Zeb Carver and his Eagle Pass Rangers are leaving the Hofbrau, New York, to do a series of television shows . . . Lulu Belle & Scotty are still on the National Barn Dance after nearly twenty years. They are heard on WLS, Chicago and their current click, "Toolie Oolie Doolie" is really mounting . . . Jack Dunnigan and Gertrude Miller are airing from KWK, St. Louis. Jack was one of the original Georgia Wildcats with Clayton McMichen. Slim Bryant was another of this famous group and is holding forth on KDKA, Pittsburgh, with an act of his own . . . T. Texas Tyler's "Deck of Cards" continues to stack up highly in the phonos . . . Johnny Mack doing a wonderful job at KBOA, Kennet, Missouri . . . Texas Jim Robertson opens at the Adams Theatre in Newark for one week beginning April 22 . . Is it true that NBC has banned "Never Trust A Man"? . . . Cliffie Stones Capitol winner, "Wabash Blues" is one of the most clever and unusual records to hit in months . . . Dick Todd is the latest addition to the cowboy and folk field. He opens in Jersey City soon with Larry Sunbrock's Rodeo as the star of the show. We predict Dick will go a long way. His voice is better than ever and he is a natural for pictures. . . .

* * *

Slim & Neal, The Bland Brothers, are doing a daily air stint from WTUX, Wilmington, Delaware. They also appear on the ABC Hayloft Hoedown on Saturday nights . . . Black Hawk Valley boys are on tour in West Virginia . . . Stoney Cooper and his Clinch Mt. Boys are airing WWVA, Wheeling, W. Va. . . . Elton Britt still on theatre tour and is now appearing in Florida. His RCA-Victor waxing of "I'm Tying The Leaves" continues to kick up a storm. . . . Suzie, The Gal From the Hills, reports that "Teardrops In My Heart" is her biggest request tune on WTMV, East St. Louis. . . . The Miccolis Sisters have a terrific hunk of wax with DeLuxe, "Boogie Woogie Yodel". . . . Watch for Red Foley's Decca version of "Blue & Mighty Lonesome". It has great possibilities. . . .

Current Releases by KING

MOON MULLICAN

SWEETER THAN THE FLOWERS

backed by

(Left My Heart In Texas)

KING 673

KING RECORDS 1540 BREWSTER AVE. CINCINNATI 7, OHIO

THE CHOICE OF LEADING OPERATORS EVERYWHERE

AND NOW THE PERMO POINT ROUND with a NEW PERMOMETAL (Osmium) ALLOY TIP

DEVELOPED AND PRODUCED IN OUR OWN METALLURGICAL LABORATORY

This new osmium alloy has the amazing characteristic of longer needle life even when used on badly worn or inferior quality records while retaining the extreme kindness to records for which Permo Points have always been famous.

OUR PROMISE TO YOU, MR. OPERATOR:

UNDER LIKE CONDITIONS (SAME INSTRUMENT AND RECORDS) THIS PERMO POINT ROUND WITH THE NEW (OSMIUM) TIP

WILL OUTWEAR...
WILL GIVE LONGER RECORD LIFE...
WILL BE MORE DEPENDABLE...
WILL BE MORE ECONOMICAL...
THAN ANY OTHER CONVENTIONAL COIN PHONO NEEDLE MADE!

THE SAME PRICE SINCE 1938: 1 to 10 — 35c each, 11 to 99 — 32c each, 100 or more — 30c each

MORE PERMO NEEDLES SOLD THAN ALL LONGLIFE NEEDLES COMBINED

PERMO, INCORPORATED
6415 N. Ravenswood Chicago 26, Ill.
— UNDISPUTED LEADERSHIP SINCE 1929 —

"Folk and Western" Record Reviews

BULLSEYE of the WEEK

"Aha! San Antone"

"If I'd Only Been True To You"

ROSALIE ALLEN

(Victor 20-2744)

Click chick Rosalie Allen with a pair of sure coin cullers for ops throughout the nation. Top deck grabs all the glory as Rosalie steps out in extra fine style to offer "Aha! San Antone". Ditty gets a wonderful sendoff by Rosalie, her pipes pitch oh so pretty throughout this piece to which the dance and listener crowd can both latch onto. Add to that, the gal's sensational following and you've got a deck that hits the target. On the flip with "If I'd Only Been True To You", Rosalie keeps the pace merry as she and The Black River Riders offer some wonderful musical moments. Title gives off the bill of fare but you've got to hear it to appreciate it. "Aha! San Antone" is a bet that can't miss—get next to it.

"Whistle Bait"

"Blonde Fiddle Blues"

SPADE COOLEY

(Victor 20-2742)

Pair of sides to which ops can get next to are these offered in effective styling by Spade Cooley and his crew. Titled "Whistle Bait" and "Blonde Fiddle Blues", Spade and the boys demonstrate their fine wares here to set the stage for some decent phono play. Both sides are offered in the gay mood with the pace of the wax whirling merrily along. The dance crowd should warm up to the pair—they fit the mood and manner like a glove.

"Soldier's Return"

"It's Your Time To Be Blue"

TEXAS RUBY

(King 692)

More wax well loaded with possibilities to click with a host of music ops and the setting that Texas Ruby and Curly Sox offer on "Soldier's Return" and "It's Your Time To Be Blue". Top deck is a plaintive prairie ballad with the ork accompaniment effective throughout. Flip is some real blues with a spot of some wonderful catchy guitar thrown in. Both sides won't stop traffic, but nevertheless make good listening.

"Down With The Feminine Gender"

"Your Broken Vow"

BOB ATCHER

(Columbia 38132)

Pair of sides that might meet with favor among ops catering to western music are these offered in plaintive styling by Bob Atcher. Wax is titled "Down With The Feminine Gender" and "Your Broken Vow", with the topside getting the call. Wax spills in drawled vocal with the title giving the story. Flip is a cactus torch song that might start a storm. Effective ork work behind spikes the disk all the way. The pair rate your whirling 'em.

THE CASH BOX REPORTS THE NATION'S

3

HILLBILLY FOLK & WESTERN JUKE BOX TUNES

1 **SLAP 'ER DOWN AGIN, PAW**
Esmereldy
(Musicraft 524)

2 **WALTZ OF THE WIND**
Roy Acuff
(Columbia 38042)

3 **NEVER TRUST A MAN**
Rosalie Allen
(Victor 20-2608)

4 **CLOSED FOR REPAIRS**
Bob Wills
(MGM 10139)

5 **SIGNED, SEALED AND DELIVERED**
Cowboy Copas
(King 658)

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

I'M MY OWN GRANDPA
Lonzo & Oscar
(Victor 20-2563)

BUBBLES IN MY BEER
Bob Wills
(MGM 10116)

DON'T FLIRT WITH ME
Hank Thompson
(Capitol 40085)

PEEPIN' THRU THE KEYHOLE
Johnny Tyler
(Victor 20-2620)

ANYTIME
Eddy Arnold
(Victor 20-2700)

America's No. 1 Juke Box Attraction!

Eddy HOWARD and his Orchestra

BIG in the BOXES with

SLEEPER OF THE WEEK

"NOW IS THE HOUR"
"TRUE" MAJESTIC No. 1190

"BEG YOUR PARDON"
"AN OLD SOMBRERO" MAJESTIC No. 1220

"BUT BEAUTIFUL"
"MY COUSIN LOUELLA" MAJESTIC No. 1214

Be sure to listen to our new Radio Show — "Sheaffer Parade" for Sheaffer Pen Co.
Sundays, 3-3:30 P.M., E.D.T. over NBC—Coast to Coast.

Cash in on America's Number 1 Juke Box Attraction—
Spot these HIT Majestic RECORDS in your machines.

IF IT'S HITS YOU WANT...

APOLLO has them!

...AND WE DO MEAN HITS!

HEARTBREAKER (the Original)
Bye Bye Blackbird #1111 } PHILLIE ALL-STAR STRING BAND

BABY FACE (the Original)
Down in Jungle Town #1112 } PHILLIE ALL-STAR STRING BAND

THAT OLD BLACK MAGIC
Love's a Lovely Thing #1101 } BILLY DANIELS (The sweetest singer this side of heaven)

ROBBINS NEST—Jacquet Mood #769 ... ILLINOIS JACQUET
(The Original version by the Jacquet band, featuring Sir Charles Thompson on Piano).

WHEN I GROW TOO OLD TO DREAM (Part I & II) #775
ARNETT COBB and Band (There's no doubt about this one ... it's a smash hit).

YUK-A-PUK—No Money #1095 ... MOREY AMSTERDAM
(Funny man of the Air Waves doing a great comedy record, a money maker).

THESE ARE YOUR LOCAL APOLLO DISTRIBUTORS
Write, Wire or Phone—They have them in stock

Apollo Records, Inc.
100-02 E. Atwater St.
Detroit, Michigan

Apollo Records, Inc.
719 South State St.
Chicago, Illinois

Apollo Records, Inc.
2705 West Pico Boulevard
Los Angeles, Calif.

Apollo Records, Inc.
367 Edgewood Avenue
Atlanta, Georgia

Apollo Records, Inc.
342 Madison Avenue
New York 17, N. Y.

David Rosen, Inc.
855 No. Broad Street
Philadelphia, Pa.

United Record Sales
1287 Fulton Street
San Francisco, Calif.

Thurow Dist. Co.
134 S. Tampa Street
Tampa, Florida

Seaboard Dist.
110 Ann Street
Hartford, Conn.

Penn Midland Sales Co.
2211 Fifth Avenue
Pittsburgh, Pa.

F. & F. Enterprises
P.O. Box 129
Fayetteville, N. C.

Roberts Record Dist.
2234 Olive Street
St. Louis, Mo.

Dewey Music Sales Co.
43 Dewey Avenue
Rochester, N. Y.

F. & M. Record Dist. Co.
7026 Lexington Avenue
Cleveland, Ohio

Dixie Record Suppliers
731 W. Cary Street
Richmond, Virginia

Barnett Dist. Co.
15 E. 21st Street
Baltimore, Maryland

H. B. Enterprises
619 Poydras Street
New Orleans, La.

Ross & Co.
3933 W. Colfax Avenue
Denver, Colorado

Staff Dist. Co.
2214 Summer Avenue
Dallas, Texas

Staff Dist. Co.
Municipal Auditorium
Oklahoma City, Okla.

Greene Music & Record
304 St. Paul Street West
Montreal, Canada

Igoe Brothers
35 Halsey Street
Newark, N. J.

Reines-Freeman
201 Jay Street
Albany 1, N. Y.

M. & M. Dist. Co.
529 South Monroe
Green Bay, Wisconsin

C. & C. Dist. Co.
902 4th Avenue
Seattle, Washington

Eddie's Record Dist. Co.
2818 Dowling
Houston, Texas

Allied Appliance Dist.
713 Linden Avenue
Memphis, Tennessee

Klayman Dist. Co.
521 W. 6th Street
Cincinnati, Ohio

Music Suppliers of New England
17 Chadwick Street, Boston, Mass. (Roxbury Dist.)

APOLLO RECORDS, INC.
EXECUTIVE OFFICES: 342 MADISON AVE., NEW YORK CITY
WRITE FOR COMPLETE CATALOG

Almost everyone in Chicago's music biz present Monday night at the Blackhawk to say "hello" to Art Kassel. . . . Maurice Wells eating cake and drinking coffee. . . . Irwin Barg with that ever present cigar. . . . Joe Whalen taking a short one. . . . Irving Berk gassing away enthusiastically . . . and all the other boys in action here, there and everywhere. . . . Jimmy Cairns of BMI calling one and then the other side to whisper thisa and thata. . . . Jerry Abbott, now playing the Latin Quarter in Cinci, in for a nice surprise when he learns that this mag's record reviewers picked his first disk for Aristocrat as a "Sleeper" . . . heres hopin' for Jerry to hit right up to the top with his disking of "Just Friends". . . . And talking about records . . . some of the boys here advise that Dick Haymes' waxing of Walter Donaldson's "Little White Lies" looks like it'll go and go and go.

Change in booking plans puts Chuck Foster into the Boulevard Room of the Stevens the end of this month . . . instead of Skitch Henderson as was originally planned . . . so after his engagement at the Chase and a series of one niters. . . . Skitch will open at the Cafe Rouge in N. Y. C.'s Pennsylvania Hotel. . . . Del Courtney will be followed by Eddy Howard . . . with Eddy back at his old stand . . . the Aragon. . . . Joe Whalen of BVC tells me that the firm is very much enthused over their Universal-International score of "Are You With It" . . . with the pic skedded for early Spring release. . . . BVC looks to the tunes, "What Do I Have To Do", "And It Only Takes A Little Imagination" to bust loose in the nation's juke boxes in a big way.

News from the Bismarck Hotel is to the effect that the Walnut Room will be turned into a class eatery at the termination of Joe Sudy's engagement. . . . Eitel management plans to build up the Tavern Room as the entertainment spot. . . . Lots of this town's music fraternity gazing sadly at that marquee on the Sherman advising that the College Inn will have eight lanes of bowling alleys . . . a real music landmark disappears. . . . Ray Herbeck and Wayne Gregg are skedded to follow Gay Claridge into the Martinique. . . . Orrin Tucker is set for the Edgewater following George Olsen with George out into the one niter stand. . . . Teddy Phillips returns for a limited engagement at both the Trianon and the Aragon Ballrooms. . . . Ray Robbins doing capacity biz at the O'Henry Ballroom. . . . Murray Nash from Nashville, Tenn, now handling all hillbilly records for Mercury Records formerly with Victor Records.

Ned Miller of Leo Feist, Inc., was telling me they are going to publish two of Irving Berlin's songs he wrote, from the picture Easter Parade. . . . "Better Luck Next Time" and "A Fellow With An Umbrella". . . . Friday the 12th everybody was rushing to the State-Lake Theater to receive their free record of "Mickey" by Tu-Tones. . . . The show opened with Mel Torme, Ella Fitzgerald, Herbie Fields, Lee Monti's Tu-Tones and Henry Brandon plus four disc jockeys. . . . Things are really hot on Chic's south side this week with Louis (Satchmo) Armstrong opening at the Blue Note . . . and Father Hines at the piano. . . . Judy Talbot can sure give out with the tonsils at the Club Alabam. . . . Carl Schreiber ork playing at the Byrd Ballroom doing a sweet job with the music making. . . . Raymond Scott has the north side jumping with his jazz music at the Ragdoll.

Click Tune Party Clicks With Kids

PHILADELPHIA, PA.—Recent Click Tune Party, a monthly affair co-sponsored by Philly nitery operator Frank Palumbo and the Philadelphia Phonograph Operators Association, brought these beaming smiles to the youngsters pictured above. The juke box organization awards a new automatic phonograph, pictured above, to the representative of a local high school each month at the gala juke box contest. Pictured with the jubilant youngsters are (left to right) Jack Sheppard, president of the operators group; disc jockey Joe Grady, Charles Hannum, business manager of the association and disc jockey Ed Hurst.

Popcorn Vendors To Flack For Tower Wax

NEW YORK—New promotion venture in building up potential advance sales for a disk prior to its release was disclosed here this past week by Dick Bradley, president of Tower Records.

Bradley, in New York to prepare promotion pieces and arrange for additional pressing facilities in the event that his forthcoming release, "Popcorn Polka" becomes a smash, announced that he will tie-up with the nations pop corn manufacturers. Stickers hailing the recording will be literally plastered on pop corn vending machines throughout the nation to herald the disks release. Advance flack is also being turned up by the National Association of Popcorn Manufacturers.

Bradley clicked with his initial Tower release "How Soon" by Jack Owens to the tune of well over 300,000 platters.

Bullet Sets Foreign Pact

NEW YORK—Jim Bulleit, prexy of Bullet Records, Inc., announced the conclusion of negotiations for the pressing and distribution of his Bullet label in England, Australia and other parts of the British empire, with Towers of London, international transcription distributor with headquarters in London.

Towers will press Bullet's click disk "Near You," which is currently in popular demand in England.

All Time Standard
NICKEL NABBERS
by
AMERICA'S OUTSTANDING WHISTLING VIRTUOSO
FRED LOWERY
and Lovely
DOROTHY RAE
THE GIRL WITH A SMILE IN HER VOICE
"STAR DUST"
"SONG OF THE ISLANDS"
Columbia 37862
(C-148)
on COLUMBIA RECORDS

HERE'S THAT Money-Makin' BAND AGAIN

Dick JURGENS
and his Orchestra
WITH HIS LATEST
Money-Makin'
COLUMBIA
RECORD RELEASE
"MAMA'S GONE GOOD-BYE"
and
"SIDE BY SIDE"
COLUMBIA RECORD #38107
OPERATORS, HERE IS THAT MONEY-MAKIN' HIT YOU'VE BEEN ASKING FOR — ORDER NOW FROM YOUR COLUMBIA DISTRIBUTOR.
Personal Manager
WILL JURGENS
Press Relations
WAYNE VARNUM ASSOCIATES

Charlie VENTURA
RELEASE—SATURDAY, MARCH 20
"Soothe Me"
backed by
"Eleven-Sixty"
NAT. 9043
TERRIFIC!
"Moon Nocturne"
Parts 1 and 2
NAT. 9029
"Blue Champagne"
and "Synthesis"
NAT. 9036
"Please Be Kind"
and "How High the Moon"
Ventura assisted by Lilyann Carol
NAT. 7015
NATIONAL Records
ORDER FROM YOUR NEAREST NATIONAL DISTRIBUTOR
or NATIONAL DISC SALES • 1841 B'WAY, N. Y. 23, N. Y.

WANTED

LEADING MUSIC OPERATORS TO HANDLE THE MOST OUTSTANDING PLAY PROMOTION IDEA IN MUSIC HISTORY

PROVED

BY AMERICA'S OUTSTANDING PHONO OPERATORS!!

INCREASES PLAY 10% TO 40% PER WEEK ON EVERY LOCATION!

READ FACTS!

NEWARK, N. J.

FORMER $5 PER WEEK LOCATIONS NOW AVERAGE OVER $13.00 EACH WEEK!

NEW YORK CITY

LEADING MUSIC OPS HERE REPORT BIG JUMP IN COLLECTIONS WITH ASSOCIATION NOW BACK OF THIS IDEA 100%.

PHILADELPHIA, PA.

MORE QUARTERS IN BOXES THAN EVER BEFORE IN HISTORY. TAKE AWAY UP.

YOUR LOCATIONS NEED IT!

IMPORTANT

If you believe that you can handle all sales and distribution of this tremendous "HIT PARADE" juke box play promotion idea in your territory—write—wire—phone—IMMEDIATELY—and a personal representative will arrange an appointment with you to explain and show you the greatest play booster in all automatic music history. A proven money-maker. Backed 100% by every music operator who has already placed it on his machines. This is what you need now . . . don't waste another second—get in touch with us TODAY!

Hit Parade, Inc.
545 Fifth Ave., N. Y.
(Phone: MUrray Hill 2-1635)

Phono Stars Guest With Aireon Distrib

NEW YORK—Caught guesting with local Aireon distributor Nat Cohn, Modern Music Sales Corp., this city, are (left to right) Gem Records star Dolph Traymon, Signature Records crooner Alan Dale, and New York Music Ops Association counsel Sidney Levine. The trio paid a visit to herald Nat's showing of the new Aireon phono pictured above. Dolph's recording of "Sinbad The Samba" is currently kicking up a storm, as is Dale's "Nina Nana" and "Oh Marie."

Joe Davis Offers "Own Label" To Music Ops

NEW YORK—The novel idea of selling retailers, operators or distributors records bearing their own label was disclosed this past week by Joe Davis.

Davis, who holds a large amount of masters of such names as Harry James, Sammy Kaye, The Red Caps, Bon Bon and Jan Pierce, will press and bear the cost of the printing of labels. Only minimum orders of 1,000 will be accepted it was disclosed. Sales price of the disks will be 49c to retailers and 37½c to distributors.

The disk idea is similar to sales pieces used in other industry's and promotion pieces of chain store units. Retailers have had material or flyer's imprinted with their name in many other forms of business.

Davis, a veteran in the disk biz acquired the masters throughout a number of past years. He also operates a pubbery, whose most recent hit was the famous "Jack, Jack, Jack." Davis also operates his own diskery under the Celebrity label.

MGM Solid As First Disk Year Ends

NEW YORK—MGM Records, who a year ago were considered by many to be "hitting up against a stone wall" in trying to crack the disk market, has finally shown the doubting Thomas' that they are in business to stay.

The close of their first year in the disk biz showed that the plattery is and has been for some time, no longer an "indie"—a term used in the field when referring to a small plattery. The company is firmly intrenched in the disk biz and is one of the platteries to show with a "million disk" in sales this past year. Peak success was reached with Art Lund's "Mam'selle"; Lund's "Peg O' My Heart," current Art Mooney click "I'm Looking Over A Four Leaf Clover" and Macklin Marrow's "Saber Dance."

King Records Add Three Distrib Branches

CINCINNATI, O.—Phil Grogan, promotion manager of King Records, Inc., announced the opening of a new distributing branch in Washington, D. C., this week.

The opening of the Washington, D. C., branch, on March 22 brings to nine the total amount of company owned distributing offices. Two other branches were opened this past month by Al Miller, National Sales Manager for the firm. The other branches opened were in Detroit and Atlanta, Ga.

Mr. Gene Allison, Branch Supervisor attended the opening of the Detroit branch and will attend the opening of the Washington, D. C., branch.

Jack Pierce, former manager of the Los Angeles branch, was named to head the Atlanta, Ga., office which will service a larger territory than any link in the King chain. District Manager Al Sherman is supervising the Los Angeles office until a new manager can be appointed.

King has also increased its promotion department recently by naming Jack Roseborough, a former King salesman of San Marcos, Texas, as contact man between disc jockeys and supervising all personal appearances. Stan Barclay, former disc jockey of Washington, D. C., holds a similar position with the company.

Majestic Names New Distribs; Reopens Plant

ELGIN, Ill.—According to an announcement by Parker H. Ericksen, Majestic Records has appointed Ace Distributing Co., Inc., as its exclusive record distributor for Southern California.

The Farr-Wood Dist. Co., was granted the exclusive record distributing franchise for the Providence, R. I., territory.

The firm also announced that their pressing plant located at Newark, N. J., had reopened after a temporary shut down. Production is now at 88% of normal on a two shift basis, according to Mr. E. F. Barile, Vice President in charge of production.

The pressing schedule, determined by distrib orders, required recordings of Eddy Howard on 60% of the plants presses.

END OF RECORDING BAN HINTED AS MUSICIANS GO LIVE ON TELEVISION

NEW YORK—As James C. Petrillo, president of the American Federation of Musicians announced the lifting of the ban on the use of musicians on television networks late this past week, record manufacturers throughout the nation jointly expressed optimistic attitudes regarding the current recording ban.

Withstanding all talk and rumors to the effect that Petrillo had secretly come to agreement with the recording industry, the ban at this date was still very much in effect. Nevertheless there were those who believed that an announcement of the end of the ban would be forthcoming very shortly.

The use of musicians on television, an industry which is rapidly coming into its own, was viewed by many to be the crux of the recording dispute, since the AFM had no means of determining in what manner it would benefit its membership. That television is here to stay is readily agreed upon by many. No fixed rate of pay or scale of wages has been set for the television industry as yet, the AFM announced.

The fact that television, known to have been affecting the phonograph record industry, will in time to come, have many more playing hours and distinctive televized shows was viewed by members of the juke box industry as of little direct concern to them. While television in public places has made its mark to some degree, the novelty of the system is rapidly wearing off and is being accepted as readily as radio. Television sets are likewise coming down in price, and meeting the pocket of the average consumer.

Diskers queried immediately following the Petrillo announcement held high hopes for the end of the recording ban. There also was that faction of the recording industry who expressed a desire to see the ban continue, since they would possibly lose a large investment made in building up a backlog.

CHERIO MUSIC says . . .
Up Your Take With
"ROSALINDA"
Recorded By
DICK THOMAS.....Decca 46114
RED BENSON .....Rainbow 10033
AL STUART .....Embassy 1005-P
RYTVOC recommends . . .
"I'M A LONELY LITTLE PETUNIA"
Recorded By
DICK 'Two-Ton' BAKER Mercury 5083
Mercury 5083
LAWRENCE WELK .....Decca 24197
TOMMY TUCKER .....Columbia
HARMONAIRES .....Embassy 1001
THE HAPPY GANG
Vic (Can.) 56-0022
Coming Up
"GIN RUMMY POLKA"
Recorded by AL STUART Emb. 1004
1585 BROADWAY, NEW YORK, N. Y.

DISK JOCKEYS TOO, AGREE on "RHUMBA JUBILEE"

JACK LACY
Disk Jockey
WINS, N. Y.
says

"For that bright spot on my program, it's—

"RHUMBA JUBILEE"
(The Clap-hands Novelty)
by
RAMON LITEE
and his Orchestra
on
ANSA RECORDS
366 BROADWAY
NEW YORK 13, N. Y.

MUSIC OPS
SEE PAGE 28

THE MOST TALKED ABOUT RECORD IN THE COUNTRY!

"MORE THAN EVER BEFORE"

BACKED BY

"HEADIN' HOME"

RECORDED BY

DON REID with CHET HOWARD Orchestra

on METROTONE RECORD No. 1011

ORDER NOW From Your Nearest Distributor

NEW YORK
Major Distributing Co.
563 West 42nd Street

PHILADELPHIA, PA.
Scott-Crosse Company
1423 Spring Garden St.

SCRANTON, PA.
Scott-Crosse Company
815 Katouse Ave.

WASHINGTON, D. C.
Schwartz Bros.
2931 - 12th St., N.E.

PITTSBURGH, PA.
Triangle Record Distrib.
1901 Fifth Ave.

BOSTON, MASS.
Mass. Music Distrib.
1269-71 Tremont St.

ST. LOUIS, MO.
Millner Record Sales Co.
110-12 No. 18th St.

KANSAS CITY, KANS.
Millner Record Sales Co.
1704 Main St.

CHICAGO, ILL.
James H. Martin, Inc.
1407 Diversey Pkwy.

LOS ANGELES, CAL.
Vita Record Dist. Co.
2822 W. Pico Blvd.

DETROIT, MICH.
Pan-American Record Dist.
3747 Woodward Ave.

CLEVELAND, O.
Pan-American Record Dist.
633 Huron Rd.

NOTE: Territory Open for Distributors in South and Southwest—WIRE—PHONE—WRITE to

METROTONE RECORDS

712 CROWN ST., BROOKLYN, N. Y. (Phone: PResident 4-5086)

THE CASH BOX

DISC-HITS BOX SCORE

COMPILED BY

JACK "One Spot" TUNNIS

IN ORDER OF POPULARITY BASED ON WEEKLY NATIONAL SURVEY

BOX SCORE TABULATION COMPILED ON THE AVERAGE INDIVIDUAL PURCHASE ON THE BASIS OF 1000 RECORDS — LISTED IN ORDER OF POPULARITY, INCLUDING NAME OF SONG, RECORD NUMBER, ARTISTS, AND RECORDING ON THE REVERSE SIDE.

CODE

AL—Aladdin	JD—Joe Davis	RA—Rainbow
AP—Apollo	KI—King	RE—Regent
AR—Aristocrat	LI—Lissen	SA—Savoy
BU—Bullet	LO—London	SI—Signature
CA—Capitol	MA—Majestic	SP—Specialty
CE—Celebrity	ME—Mercury	SN—Standard Phono
CN—Continental	MG—M-G-M	ST—Sterling
CO—Columbia	MI—Miracle	TR—Trilon
CS—Coast	MN—Manor	UN—Universal
DE—Decca	MO—Modern	VI—Victor
DEL—DeLuxe	MU—Musicraft	VT—Vitacoustic
EX—Exclusive	NA—National	

	Mar. 20	Mar. 13	Mar. 6
1—Now Is the Hour	**163.6**	**133.6**	**119.5**

CA-15024—MARGARET WHITING
But Beautiful
CO-38061—HORACE HEIDT O.
I'll Never Say I Love You
CO-38115—BUDDY CLARK
Peculiar
DE-24279—BING CROSBY
Silver Threads Among The Gold
LO-110—GRACIE FIELDS
Come Back To Sorrento
ME-5103—LES PAUL TRIO
My Extraordinary Gal
MG-10125—KATE SMITH
I'll Never Say I Love You
MU-532—SHEP FIELDS O.
Lone Star Moon
MA-1191—EDDY HOWARD O.
True
SI-15178—RAY BLOCH O.
Nina-Nana
VI-20-2704—CHARLIE SPIVAK O.
Who Are We To Say

2—Manana	**92.2**	**82.5**	**92.7**

CA-15022—PEGGY LEE
All Dressed Up With A Broken Heart
DE-24333—THE MILLS BROS.
I Wish I Knew The Name
LO-187—EDMUNDO ROSS
The Cocoanut

3—Beg Your Pardon	**87.0**	**87.6**	**80.1**

BU-1700—FRANCIS CRAIG O.
CA-490—DINNING SISTERS
Melancholy
CO-38036—FRANKIE CARLE O.
The Dream Peddler
DE-24339—RUSS MORGAN O.
All Dressed Up With A Broken Heart
ME-5109—SNOOKY LANSON
MG-10140—ART MOONEY ORCH.
VI-20-2647—LARRY GREEN O.
Can It Ever Be The Same

	Mar. 20	Mar. 13	Mar. 6
4—I'm Looking Over a Four Leaf Clover	**83.4**	**158.9**	**145.2**

CA-491—ALVINO REY ORCH.
Spanish Cavalier
CO-38100—TINY HILL ORCH.
Show Me The Way To Go Home
CO-38082—CODY FOX
I Only Want A Buddy
CO-38081—ARTHUR GODFREY
The Thousand Islands Song
DE-24319—RUSS MORGAN ORCH.
Bye Bye Blackbird
ME-5100—UPTOWN STRING BAND
ME-5105—FRANKIE LAINE
MG-10119—ART MOONEY ORCH.
The Big Brass Band From Brazil
MU-543—THE POLKA DOTS
RA-10043—JIMMY SAUNDERS
Heart Breaker
SI-15117—RAY BLOCH ORCH.
But Beautiful
TR-220—ALEXANDER ORCH.
VI-20-2668—THE THREE SUNS
Eccentric
VI-20-2787—CURLY HICKS
Limehouse Blues

5—Ballerina	**83.1**	**56.6**	**79.5**

CO-38040—BUDDY CLARK
It Had To Be You
DE-24265—ENRIC MADRIGUERA O.
Jungle Rhumba
DE-24278—BING CROSBY
Golden Earrings
ME-5075—JERRY SHELTON TRIO
The Stars Will Remember
MG-10035—JIMMY DORSEY O.
MU-15116—MEL TORME
What Are You Doing New Years Eve?
VI-20-2433—VAUGHN MONROE O.
The Stars Will Remember

6—Serenade of the Bells	**64.4**	**47.0**	**62.7**

CA-75007—JO STAFFORD
The Gentleman Is A Dope
CO-37956—KAY KYSER ORCH.
Pass That Peace Pipe
DE-24258—GUY LOMBARDO ORCH.
Sipping Cider By The Zuyder Zee
ME-5090—VIC DAMONE
I'll Dance at Your Wedding
MG-10091—BOB HUSTON
A Tune For Humming
VI-20-2372—SAMMY KAYE ORCH.
That's What Every Young Girl Should Know

7—But Beautiful	**51.3**	**18.5**	**29.6**

CA-15024—MARGARET WHITING
Now Is The Hour
CO-38053—FRANK SINATRA
If I Only Had a Match
DE-24283—BING CROSBY
The One I Love
DE-24294—BING CROSBY
Experience
LO-142—DENNY DENNIS
A Bed of Roses
ME-5096—FRANKIE LAINE
I've Only Myself To Blame
MG-10126—ART LUND
Love Is So Terrific
MU-538—MEL TORME
Night and Day
SI-15117—RAY BLOCH
Four Leaf Clover
VI-20-2616—TEX BENEKE ORCH.
You Don't Have To Know The Language

8—Golden Earrings	**48.1**	**56.7**	**58.2**

CA-15009—PEGGY LEE
I'll Dance at Your Wedding
CO-37932—DINAH SHORE
The Gentleman Is a Dope
DE-24278—BING CROSBY
Ballerina
DE-24277—VICTOR YOUNG ORCH.
All Through the Night
DE-24270—GUY LOMBARDO ORCH.
You Are Never Away
ME-3072—ANITA ELLIS
Love for Love
MG-10085—JACK FINA ORCH.
VI-20-2585—CHARLIE SPIVAK ORCH.
Tenderly

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PERMIT No. 43309
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NEW YORK, N. Y.

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THE CASH BOX

381 FOURTH AVENUE

NEW YORK (16), N. Y.

USE THIS PREPAID POSTCARD TO LIST YOUR TEN TOP TUNES FOR THIS WEEK

	NAME OF RECORD HERE	ARTIST OR BAND HERE
1.	.....	.....
2.	.....	.....
3.	.....	.....
4.	.....	.....
5.	.....	.....
6.	.....	.....
7.	.....	.....
8.	.....	.....
9.	.....	.....
10.	.....	.....

NAME .....

FIRM .....

ADDRESS .....

CITY ..... STATE .....

OPS WITH WESTERN AND FOLK TUNES—USE THIS SECTION TO LIST YOUR FIVE TOP WESTERN AND FOLK TUNES FOR THIS WEEK

	NAME OF RECORD HERE	ARTIST OR BAND HERE
1.	.....	.....
2.	.....	.....
3.	.....	.....
4	.....	.....
5.	.....	.....

WHAT WESTERN AND FOLK TUNES NOT LISTED ABOVE ARE COMING UP .....

.....

NAME .....

FIRM .....

ADDRESS .....

CITY ..... STATE .....

	Mar. 20	Mar. 13	Mar. 6
9—How Soon	**27.3**	**37.4**	**47.1**
CO-37952—DINAH SHORE *Fool That I Am*			
DE-24101—CARMEN CAVALLERO—BING CROSBY *You Do*			
MA-1179—DICK FARNEY			
ME-5069—JOHN LAURENZ *You Coll It Modness*			
TO-1258—JACK OWENS *Begin The Beguine*			
TR-195—GUY CHERNEY *Peggy O'Neil*			
VI-20-2523—VAUGHN MONROE ORCH. *True*			
10—I'm My Own Grandpa	**24.1**	**29.5**	**22.3**
CO-38068—TONY PASTOR O. *The Secretory Song*			
DE-24288—GUY LOMBARDO O. *Fronkie & Johnny*			
KI-694—GRANDPA JONES			
ME-6087—TINY HILL O. *The Eyes of Texos*			
MG-10136—THE KORN KOBBLERS			
MU-536—ESMERELDY			
TC-20-33—THE JESTERS			
VI-20-2563—LONZO & OSCAR			
11—I'll Dance at Your Wedding	**24.0**	**23.5**	**38.8**
CA-15009—PEGGY LEE *Golden Eorrings*			
CO-37967—RAY NOBLE ORCH. *Those Things Money Can't Buy*			
DE-24318—GUY LOMBARDO O. *Thoughtless*			
DE-24266—JANIE LEITT *Pleose Don't Ploy Number Six Tonight*			
ME-5090—VIC DAMONE *Serenode of the Bells*			
MG-10095—HELEN FORREST			
VI-20-2512—TONY MARTIN *Corolino in the Morning*			
12—Sabre Dance	**23.9**	**7.9**	**8.8**
CO-38102—WOODY HERMAN O. *Swing Low, Sweet Choriot*			
DE-24388—VICTOR YOUNG O. *For Whom The Bell Tolls*			
MG-30048—MACKLIN MARROW			
SI-15180—RAY BLOCH O. *Minuet In G*			
13—Because	**19.5**	**6.7**	**7.4**
VI-20-2653—PERRY COMO *If You Had All The World And Its Gold*			
14—Shine	**19.3**	**23.1**	**7.9**
ME-5091—FRANKIE LAINE *We'll Be Together Agoin*			
15—Sierra Madre	**18.2**	**18.4**	**13.6**
CO-38026—RAY NOBLE ORCH. *Two Loves Have I*			
DE-24280—DICK HAYMES *Little White Lies*			
ME-5086—JOHN LAURENZ *I Understand*			
MG-10150—JOHNNIE JOHNSTON *The First Time I Kissed You*			
VI-20-2590—FREDDY MARTIN ORCH. *Don't Coll It Love*			
16—Matinee	**17.6**	**11.6**	**2.7**
CA-15041—GORDON MacRAE *Feathery Feelin'*			
CO-38083—BUDDY CLARK *Haunted Heort*			
DE-24375—BOB EBERLY *It's All Over But The Crying*			
VI-20-2671—VAUGHN MONROE O. *If Someone Cores*			
17—Pianissimo	**16.9**	**23.0**	**14.7**
CO-38051—BUDDY CLARK *You're Too Dongerous, Cherie*			
DE-24309—BOB CARROLL *One Raindrop Doesn't Make A Shower*			
LO-141—SAM BROWNE *My Cousin Louella*			
ME-5089—SNOOKY LANSON			
MG-10118—BOB HOUSTON *I'm All Dressed Up With A Broken Heart*			
MU-527—MINDY CARSON *What Do You Want To Moke Those Eyes At Me For*			
VI-20-2593—PERRY COMO *I've Got A Feeling I'm Folling*			
18—The Thousand Islands Song	**16.3**	**21.2**	**13.1**
CA-15028—JOHNNY MERCER *Hooroy For Love*			
CO-38081—ARTHUR GODFREY *Four Leaf Clover*			
MG-10136—THE KORN KOBBLERS			
VI-20-2619—LOUIS PRIMA O. *I'm Living A Lie*			
19—Haunted Heart	**15.6**	**5.4**	**—**
CA-15023—JO STAFFORD *I'm My Own Grandmaw*			
CO-38083—BUDDY CLARK *Matinee*			
DE-24362—GUY LOMBARDO O. *Soturday Night In Centrol Pork*			
DE-24370—BING CROSBY *Moonlight On A White Picket Fence*			
VI-20-2713—PERRY COMO *Corolino Moon*			
20—Slap 'Er Down Agin, Paw	**12.4**	**22.1**	**16.5**
CO-38006—ARTHUR GODFREY			
ME-6095—REX ALLEN			
MU-524—ESMERELDY			
VI-20-2686—PATSY MONTANA			

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

21—Too Fat Polka	**12.3**	**15.6**	**29.2**
22—Thoughtless	**11.7**	**20.7**	**14.3**
23—St. Louis Blues March	**10.4**	**—**	**—**
24—Best Things In Life are Free	**7.8**	**5.8**	**4.9**
25—Lover	**6.5**	**2.7**	**—**
26—Worry Worry Worry	**6.4**	**—**	**—**
27—Dickey Bird Song, The	**6.3**	**15.7**	**3.4**
28—Love Is So Terrific	**5.2**	**3.2**	**5.9**
29—Corabelle	**5.1**	**—**	**—**
30—Teresa	**3.2**	**2.6**	**—**
31—Gonna Get a Girl	**2.6**	**8.3**	**2.3**
32—Little White Lies	**2.5**	**6.9**	**2.6**
33—Civilization	**2.4**	**6.8**	**11.7**
34—In a Little Book Shop	**1.9**	**5.5**	**5.8**
35—Humpty Dumpty Heart	**1.8**	**—**	**—**
36—Pass That Peace Pipe	**1.5**	**7.4**	**10.7**
37—All Dressed Up With a Broken Heart	**1.4**	**4.6**	**10.2**
38—If I Only Had a Match	**1.3**	**4.5**	**4.8**
39—Barnyard Boogie	**1.2**	**—**	**—**
40—Big Brass Band from Brazil	**1.0**	**5.9**	**—**

JUKE BOX REGIONAL RECORD REPORT

The Ten Top Records-City by City

MARCH 27, 1948

New York

1. BECAUSE *(Perry Como)*
2. FOUR LEAF CLOVER *(Art Mooney)*
3. SHINE *(Frankie Laine)*
4. THOUGHTLESS *(Guy Lombardo)*
5. THE THOUSAND ISLANDS SONG *(Louis Prima)*
6. NOW IS THE HOUR *(Bing Crosby)*
7. BUT BEAUTIFUL *(Margaret Whiting)*
8. TERESA *(Vic Damone)*
9. GOLDEN EARRINGS *(Peggy Lee)*
10. BRAZIL *(Les Paul)*

Chicago

1. NOW IS THE HOUR *(Eddy Howard)*
2. FOUR LEAF CLOVER *(Art Mooney)*
3. BEG YOUR PARDON *(Francis Craig)*
4. MANANA *(Peggy Lee)*
5. BUT BEAUTIFUL *(Margaret Whiting)*
6. TERESA *(Vic Damone)*
7. GOLDEN EARRINGS *(Peggy Lee)*
8. SERENADE OF THE BELLS *(Jo Stafford)*
9. BECAUSE *(Perry Como)*
10. SHINE *(Frankie Laine)*

Los Angeles

1. FOUR LEAF CLOVER *(Art Mooney)*
2. NOW IS THE HOUR *(Bing Crosby)*
3. BEG YOUR PARDON *(Francis Craig)*
4. LOOKING FOR A SWEETHEART *(Francis Craig)*
5. THOUSAND ISLANDS SONG *(Johnny Mercer)*
6. ST. LOUIS BLUES MARCH *(Tex Beneke)*
7. SABER DANCE *(Woody Herman)*
8. MANANA *(Peggy Lee)*
9. I LOVE YOU YES I DO *(Bullmoose Jackson)*
10. BUT BEAUTIFUL *(Margaret Whiting)*

St. Louis, Mo.

1. SHINE *(Frankie Laine)*
2. NOW IS THE HOUR *(Bing Crosby)*
3. BALLERINA *(Buddy Clark)*
4. FOUR LEAF CLOVER *(Art Mooney)*
5. SABER DANCE *(Don Henry)*
6. ST. LOUIS BLUES MARCH *(Tex Beneke)*
7. MANANA *(Peggy Lee)*
8. BUT BEAUTIFUL *(Margaret Whiting)*
9. FINE BROWN FRAME *(Nellie Lutcher)*
10. TERESA *(Vic Damone)*

Washington, D. C.

1. NOW IS THE HOUR *(Gracie Fields)*
2. FOUR LEAF CLOVER *(Art Mooney)*
3. MANANA *(Peggy Lee)*
4. BEG YOUR PARDON *(Francis Craig)*
5. BALLERINA *(Vaughn Monroe)*
6. BUT BEAUTIFUL *(Bing Crosby)*
7. GOLDEN EARRINGS *(Peggy Lee)*
8. SERENADE OF THE BELLS *(Jo Stafford)*
9. I'M MY OWN GRANDPAW *(Guy Lombardo)*
10. I'LL DANCE AT YOUR WEDDING *(Ray Noble)*

Stamford, Conn.

1. MANANA *(Peggy Lee)*
2. NOW IS THE HOUR *(Gracie Fields)*
3. TOOLIE OOLIE DOOLIE *(Vaughn Horton)*
4. BECAUSE *(Perry Como)*
5. BEG YOUR PARDON *(Francis Craig)*
6. GONNA GET A GIRL *(Tony Pastor)*
7. LITTLE WHITE LIES *(Dick Haymes)*
8. SABRE DANCE *(Don Henry)*
9. IN A LITTLE BOOKSHOP *(Vaughn Monroe)*
10. MATINEE *(Vaughn Monroe)*

Salisbury, N. C.

1. NOW IS THE HOUR *(Bing Crosby)*
2. FOUR LEAF CLOVER *(Art Mooney)*
3. SLAP HER DOWN AGIN PAW *(Arthur Godfrey)*
4. BEG YOUR PARDON *(Francis Craig)*
5. LITTLE WHITE LIES *(Dick Haymes)*
6. MANANA *(Peggy Lee)*
7. BALLERINA *(Vaughn Monroe)*
8. SHINE *(Frankie Laine)*
9. TOO FAT POLKA *(Arthur Godfrey)*
10. PASS THAT PEACE PIPE *(Kay Kyser)*

Dearborn, Mich.

1. NOW IS THE HOUR *(Bing Crosby)*
2. BEG YOUR PARDON *(Francis Craig)*
3. FOUR LEAF CLOVER *(Art Mooney)*
4. MANANA *(Peggy Lee)*
5. BUT BEAUTIFUL *(Margaret Whiting)*
6. WHAT'LL I DO *(King Cole Trio)*
7. BALLERINA *(Vaughn Monroe)*
8. I'LL DANCE AT YOUR WEDDING *(Buddy Clark)*
9. I'M MY OWN GRANDPAW *(Guy Lombardo)*
10. MATINEE *(Buddy Clark)*

Omaha, Nebr.

1. FOUR LEAF CLOVER *(Art Mooney)*
2. NOW IS THE HOUR *(Eddy Howard)*
3. BEG YOUR PARDON *(Frankie Carle)*
4. MANANA *(Peggy Lee)*
5. BALLERINA *(Vaughn Monroe)*
6. SIERRA MADRE *(Buddy Clark)*
7. SABRE DANCE *(Don Henry)*
8. ALL DRESSED UP WITH A BROKEN HEART *(Peggy Lee)*
9. HOW SOON *(Jack Owens)*
10. THE BEST THINGS IN LIFE ARE FREE *(Jo Stafford)*

Manchester, N. H.

1. SHINE *(Frankie Laine)*
2. MANANA *(Peggy Lee)*
3. FOUR LEAF CLOVER *(Art Mooney)*
4. TERESA *(Vic Damone)*
5. BUT BEAUTIFUL *(Margaret Whiting)*
6. BALLERINA *(Vaughn Monroe)*
7. I'LL DANCE AT YOUR WEDDING *(Buddy Clark)*
8. SERENADE OF THE BELLS *(Sammy Kaye)*
9. THE THINGS YOU LEFT IN MY HEART *(Jimmy Saunders)*
10. SABRE DANCE *(Woody Herman)*

Woodburn, Ore.

1. FOUR LEAF CLOVER *(Art Mooney)*
2. NOW IS THE HOUR *(Eddy Howard)*
3. BALLERINA *(Vaughn Monroe)*
4. HOW SOON *(Bing Crosby)*
5. SLAP 'ER DOWN AGIN, PAW *(Arthur Godfrey)*
6. BEG YOUR PARDON *(Francis Craig)*
7. THE THOUSAND ISLANDS SONG *(Louis Prima)*
8. SERENADE OF THE BELLS *(Sammy Kaye)*
9. TOO FAT POLKA *(Arthur Godfrey)*
10. MANANA *(Peggy Lee)*

Logansport, Ind.

1. NOW IS THE HOUR *(Gracie Fields)*
2. FOUR LEAF CLOVER *(Art Mooney)*
3. MANANA *(Peggy Lee)*
4. BEG YOUR PARDON *(Francis Craig)*
5. IF I ONLY HAD A MATCH *(Al Jolson)*
6. SERENADE OF THE BELLS *(Jo Stafford)*
7. HOW LUCKY YOU ARE *(Andrews Sisters)*
8. PIANISSIMO *(Perry Como)*
9. BUT BEAUTIFUL *(Art Lund)*
10. THOUGHTLESS *(Vic Damone)*

St. Albans, Vt.

1. FOUR LEAF CLOVER *(Art Mooney)*
2. NOW IS THE HOUR *(Bing Crosby)*
3. BEG YOUR PARDON *(Frankie Carle)*
4. MANANA *(Peggy Lee)*
5. BALLERINA *(Vaughn Monroe)*
6. I'LL DANCE AT YOUR WEDDING *(Buddy Clark)*
7. SERENADE OF THE BELLS *(Sammy Kaye)*
8. SLAP 'ER DOWN AGIN PAW *(Arthur Godfrey)*
9. GOLDEN EARRINGS *(Peggy Lee)*
10. HOW SOON *(Jack Owens)*

Cheyenne, Wyo.

1. FOUR LEAF CLOVER *(Art Mooney)*
2. NOW IS THE HOUR *(Bing Crosby)*
3. I'M MY OWN GRANDPAW *(Guy Lombardo)*
4. BUBBLES IN MY BEER *(Bob Wills)*
5. SLAP 'ER DOWN AGIN PAW *(Arthur Godfrey)*
6. TUCK ME TO SLEEP *(Denver Darling)*
7. MANANA *(Peggy Lee)*
8. GOLDEN EARRINGS *(Peggy Lee)*
9. HOW SOON *(Jack Owens)*
10. BALLERINA *(Vaughn Monroe)*

Des Moines, Ia.

1. BUT BEAUTIFUL *(Margaret Whiting)*
2. FOUR LEAF CLOVER *(Art Mooney)*
3. BECAUSE *(Perry Como)*
4. MANANA *(Peggy Lee)*
5. I'LL DANCE AT YOUR WEDDING *(Peggy Lee)*
6. BUBBLES IN MY BEER *(Bob Wills)*
7. BALLERINA *(Vaughn Monroe)*
8. HOW SOON *(Jack Owens)*
9. SABRE DANCE *(Woody Herman)*
10. GOLDEN EARRINGS *(Peggy Lee)*

Little Rock, Ark.

1. FOUR LEAF CLOVER *(Art Mooney)*
2. MANANA *(Peggy Lee)*
3. BUBBLES IN MY BEER *(Bob Wills)*
4. BALLERINA *(Vaughn Monroe)*
5. BUT BEAUTIFUL *(Margaret Whiting)*
6. SABRE DANCE *(Woody Herman)*
7. GOLDEN EARRINGS *(Peggy Lee)*
8. ALL DRESSED UP WITH A BROKEN HEART *(Peggy Lee)*
9. BECAUSE *(Perry Como)*
10. MY BLUE HEAVEN *(Herb Jeffries)*

Knoxville, Tenn.

1. FOUR LEAF CLOVER *(Art Mooney)*
2. BECAUSE *(Perry Como)*
3. WHAT'LL I DO *(Art Lund)*
4. MANANA *(Peggy Lee)*
5. SERENADE OF THE BELLS *(Sammy Kaye)*
6. I'LL DANCE AT YOUR WEDDING *(Peggy Lee)*
7. GOLDEN EARRINGS *(Peggy Lee)*
8. SLAP 'ER DOWN AGIN PAW *(Esmereldy)*
9. HOW SOON *(Jack Owens)*
10. BUT BEAUTIFUL *(Margaret Whiting)*

St. Paul, Minn.

1. FOUR LEAF CLOVER *(Art Mooney)*
2. BECAUSE *(Perry Como)*
3. TOOLIE OOOLIE DOOLIE *(Vaughn Horton)*
4. SERENADE OF THE BELLS *(Sammy Kaye)*
5. SLAP 'ER DOWN AGIN PAW *(Esmereldy)*
6. HOW SOON *(Jack Owens)*
7. BUT BEAUTIFUL *(Margaret Whiting)*
8. MANANA *(Peggy Lee)*
9. GOLDEN EARRINGS *(Peggy Lee)*
10. WHAT'LL I DO *(King Cole Trio)*

AUTOMATIC MERCHANDISING SECTION

Drink Vendors Play Prominent Part at National Coca-Cola Convention at Atlantic City

RAY MOLONEY

GORDON MILLS

ATLANTIC CITY, N. J.—Automatic drink vending machines played a prominent part in the display at the national Coca-Cola Company Convention at Convention Hall, this city. The first such showing since before the war, the attendance of 6,000 Coca-Cola bottlers, parent company officials, and exhibitors broke all records.

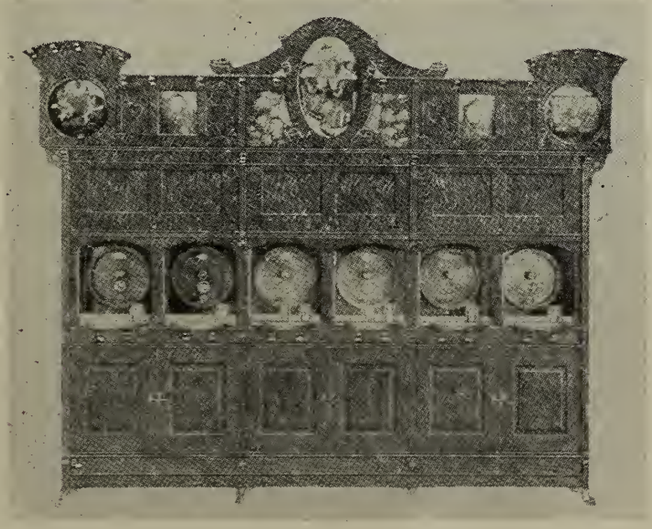
Displaying machines during the show were: Lion Manufacturing Company; Mills Industries, Inc.; Westinghouse Electric Corporation; Vendo Company; F. L. Jacobs Company; and the Vendorlator Manufacturing Company. National Rejectors, Inc., also had a display.

Ray Moloney, Herb Jones and Tim Callahan of Lion Manufacturing Company, spent the week at the show, as did Gordon Mills and Jack Walsh of Mills Industries, Inc.

Representatives of both these firms report that their equipment received a great deal of attention and that consummated some very favorable sales.

Most of the time was spent by the bottlers at meetings and forums, but sufficient time was allowed for the study of the machines displayed.

Old Time Drink Vending Machine



CHICAGO—A far cry from the machines displayed at the national Coca-Cola Company Convention held at Atlantic City, is the machine shown above. It made its appearance in 1903 and was known as the "Mills Automatic Bar."

Grant Shay, advertising manager of Bell-O-Matic Corporation, and editor of its famous "Spinning Reels," reproduced this photo in the January-February issue, pointing out that "They say nothing is new under the sun."

The vendor sold soft drinks, and spirituous and vinous liquors too. The advertising circular claimed "The very sight of this bar makes one thirsty." Some of the selling copy pointed out the no-drip feature, glass rinser, large ice chest, the coin slot that suited any priced drink and showed the last coin deposited. Exterior of the cabinet was fine polished oak.

Auto-Vend In Full Production On New Triple Vendor Popcorn Machine

DALLAS, TEX.—Auto-Vend, Inc., this city, announced it is now in production and shipping its new "Pop" Corn Sez triple-sized automatic popcorn vendor. Designed primarily for use in theatres and large arenas, it is called "Model TC-30."

Features of the triple-vendor include extra heating elements on each unit which are controlled by one external switch for peak loads; a large bright, plexiglass dome display; added popcorn capacity; visual loading to insure adequate supplies at all times; and large waste chutes which prevent clutter around the vendor.

The firm had the Model TC-30 out on test location at the Sports Show in Chicago for several weeks, prior to going into full scale production.

Auto-Vend plans an extensive national advertising program to tie in with the triple vendor.

Cup Vendor Mfrs. Are Organizing Division of NAMA

Will Promote Favorable Public Relations — Assure Highest Sanitation Standards

CHICAGO—A group of leading manufacturers of cup vending drink machines has formed the National Automatic Merchandising Association's cup vending division. Included in this separate division of NAMA are also manufacturers of parts and supplies.

C. S. Darling, executive director of NAMA, pointed out that the reason for the organization of this division is "to assure that adequate standards of sanitation are maintained, and to develop, thru research, additional safeguards for the public."

The groundwork for the establishment of the new division was laid at the NAMA convention last December. According to Darling, formal organization of this cup division will be completed within the next few months. He was unable to furnish names of the committee members at this time, but probably it will be composed of leaders in the manufacturing, parts and supplies industries. These committee leaders will be disclosed by NAMA.

Darling, commenting on the cup division, stated, "The program of research sponsored by this group may be one of the most important public relations projects ever undertaken within the automatic merchandising industry."

ATTENTION

OPERATORS ONLY!!

(WHO ARE SUBSCRIBERS TO THE CASH BOX)

NOW YOU CAN HAVE LISTED WHATEVER MACHINES OR MERCHANDISE YOU WANT TO BUY OR SELL IN EACH WEEK'S ISSUE OF

"THE CASH BOX"

FREE OF CHARGE

Read These Important Rules! As a subscriber to THE CASH BOX (The One and Only Operators' Magazine—*IT IS NOT SOLD ON NEWSSTANDS)* you are entitled to a FREE listing in each and every week's issue of whatever machines and merchandise you may want to BUY or you may have for SALE. Your list must reach THE CASH BOX, 381 FOURTH AVENUE, NEW YORK 16, N. Y., no later than Wednesday noon of each week. Your listing will be given a special code number and all inquiries will be sent directly to you for your consideration without any inquirer knowing who you are. YOUR NAME AND ADDRESS WILL BE KEPT CONFIDENTIAL. You can mail your list in each week on your own letterhead, or even on a penny postcard, but, your name, address and phone number MUST BE ENCLOSED or else your list will not be published. VERY IMPORTANT: Please do not list prices of any merchandise or machines you have for sale or want to buy.

TEAR OFF, FILL OUT, AND MAIL THIS PART IMMEDIATELY TO:

The Cash Box, 381 Fourth Ave., New York 16, N. Y.:

Please list the following in the next week's issue at absolutely no charge to me:

NAME_____

FIRM_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

• ALL EQUIPMENT APPEARING ON THIS AND FOLLOWING PAGE LISTED ONLY UNTIL MACHINES ARE NO LONGER IN PRODUCTION.

MUSIC

A.M.I.
- Model A w/play meter 897.50
- Model A without play meter 887.50
- Automatic Hostess Complete 20 Station Unit 14,800.00

HIDEAWAY CAB. W/Selective Play Mech.:
- W/Amplifier and Remote Volume Control..... 515.00

HIDEAWAY CAB. W/Continuous Play Mech.:
- W/Amplifier and Remote Volume Control..... 482.50
- W/Amplifier—No Remote Volume Control..... 470.00
- Complete—No Amp., No Volume Control..... 410.00
- 5c 3 wire 40 selection wall box 53.50
- 5-10-25c 3 wire 40 selection wall box 59.50
- Stepper for 10 wall boxes 39.75
- Stepper for 25 wall boxes 42.75

AIREON
- Coronet 400 ..... $495.00
- Blonde Bombshell 595.00
- Fiesta DeLuxe 595.00
- Super DeLuxe 595.00
- 48' Model Hideaway 299.50
- 48' Model "trio" wall and bar box..... 59.50
- 48' Model X — Rotormatic receiver..... 29.50
- 48' Model — Universal 30 wire adapter 29.50
- 48' Carilleon Speaker 37.50
- 48' Melodeon Speaker 27.50
- 48' Impressario Speaker 19.50

FILBEN
- Mirrocle Cabinet 325.00
- 30 Selection Stowaway Mech. 398.00

BUCKLEY
- Music Box 25.00

MILLS INDUSTRIES
- Constellation 795.00

PACKARD MFG. CORP.
- Manhattan Phonograph 695.00
- Hideaway Model 400 ..... 383.00
- Model 1000 Spkr. — Paradise..... 129.50
- Butler Wall Box Hi-Chrome 5c 32.50
- Butler Wall Box Hi-Chrome 10c 33.95
- 950 Speaker 35.00
- 650 Speaker 16.50

ROCK-OLA
- Magic-glo Phonograph ..... No Price Set
- Model 1807 Moderne Corner Spkr. 107.50
- Model 1906 Remote Volume Control 6.90
- Model 1530 Wall Box 39.50
- Model 1603 Wall Speaker 42.50
- Model 1606 Tonette Wall Speaker 21.50
- Model 1608 Tone-O-Lier Speaker 65.00
- Model 1607 Tonette Wall Speaker 19.75
- Model 1531 DeLuxe Bar Bracket 8.25
- Model 1533 Universal Bar Bracket 3.90
- Model 1795 Wall Box Line Booster 16.35

SCOTTO MUSIC CO.
- Music Master Cabinet 325.00
- Melody Master Cabinet 285.00
- Remote Master Cabinet 315.00

SEEBURG
- 148-M Symphonola 965.00
- 148-S Symphonola 895.00
- H-148-M RC Special 564.00
- Wireless Wallomatic 58.50
- Wired Wallomatic 49.75
- 5-10-25c Wireless Wallomatic 87.50
- 5-10-25c Wired Wallomatic 75.00
- Teardrop Speaker 19.95
- RS4-8 Recess Wall & Ceiling Speaker 18.00
- 1948 Door & Dome 102.50

MUSIC

WURLITZER
- Model 1100 Standard $999.50
- Model 1080A Colonial 899.50
- Model 1017A Concealed chngr. w/ stepper 529.50
- Model 1015 Standard 914.50
- Model 1080 Colonial 875.00
- Model 1017 Concealed chngr. w/ stepper 499.50
- Model 2140 5-10¢ Wireless 50.00
- Model 3025 5¢ 3-wire 49.50
- Model 3045 Wireless 59.50
- Model 3020 5-10-25c 3-wire 69.50
- Model 3031 5c 30-wire 39.50
- Model 212 Master Unit 70.00
- Model 215 Wireless Transmitter 17.50
- Model 216 Wireless Impulse Receiver 22.50
- Model 217 Auxiliary Amplifier 35.00
- Model 218 30-wire Adapter Terminal Box.... 15.00
- Model 219 Stepper 46.50
- Model 4000 8" Metal Star Speaker 45.00
- Model 4002 8" Plastic Star Speaker 45.00
- Model 4004A 8" Metal Musical Note Speaker.. 30.00
- Model 4005 8" Walnut Round Speaker 22.50
- Model 4005A 8" Walnut Round Speaker 25.00
- Model 4006A 8" Deluxe, Walnut Round Mirror. 35.00
- Model 4007 12" Intermediate Deluxe Speaker.. 135.00
- Model 4008 15" Deluxe Speaker 185.50

PINS

BALLY
- Ballerina 289.50

CHICAGO COIN
- Catalina 275.00

GENCO
- Triple Action 289.50

EXHIBIT
- Banjo ..... No Price Set

GOTTLIEB
- Cinderella ..... No Price Set

MARVEL
- Gold Mine 289.50
- Gold Mine w/4 play chute 299.50

J. H. KEENEY CO.
- Cover Girl 265.00

P & S MACH. CO.
- Tom Tom 299.00

UNITED MFG. CO.
- Manhattan 275.00

WILLIAMS MFG. CO.
- Tennessee 299.50

COUNTER GAMES

A.B.T. MFG. CORP.
- Challenger 65.00

BALLY MFG. CO.
- Heavy Hitter 184.50
- w/stand 196.50

GOTTLIEB
- DeLuxe Grip Scale 39.50

GROETCHEN MFG. CO.
- Camera Chief 19.95

ROLL DOWNS

BALLY
- Hy-Roll 499.50

CHICAGO COIN
- Roll Down 395.00

EDELMAN AMUSE.
- Tin Pan Alley 275.00

GENCO
- Bing-A-Roll 499.50

GEO. PONSER CO.
- Pro-Score 495.00

UNITED MFG. CO.
- Tropicana Roll Down 395.00

WILLIAMS MFG. CO.
- Box Score 375.50

ONE-BALLS

BALLY
- Jockey Special 645.00
- Jockey Club 645.00
- Gold Cup, F. P. 645.00
- Trophy, P. O. 645.00

BELLS

BELL-O-MATIC CORP.

5c Jewel Bell	248.00
10c Jewel Bell	253.00
25c Jewel Bell	258.00
50c Jewel Bell	338.00
Spinning Reels	No Price Set
Black Gold Bell	No Price Set

GROETCHEN

Columbia Twin JP	145.00
Columbia DeLuxe Club	209.50

MILLS SALES CO. LTD.

Dollar Bell	No Price Set

O. D. JENNINGS

5c Std Chiefs	269.00
10c Std Chiefs	279.00
25c Std Chiefs	289.00
50c Bronze & Std Chiefs	399.00
5c DeLuxe Club Chiefs	299.00
10c DeLuxe Club Chiefs	309.00
25c DeLuxe Club Chiefs	319.00
25c DeLuxe Club Chief	429.00
5c Super DeLuxe Club Chief	324.00
10c Super DeLuxe Club Chief	334.00
25c Super DeLuxe Club Chief	344.00
50c Super DeLuxe Club Chief	454.00

PACE

5c DeLuxe Chrome Bell	245.00
10c DeLuxe Chrome Bell	255.00
25c DeLuxe Chrome Bell	265.00
50c DeLuxe Chrome Bell	375.00
$1.00 DeLuxe Chrome Bell	550.00
5c Rocket Slug Proof	245.00
10c Rocket Slug Proof	255.00
25c Rocket Slug Proof	265.00

CONSOLES

BALLY

Wild Lemon	$542.50
Double-Up	542.50
DeLuxe Draw Bell 5c	512.50
DeLuxe Draw Bell 25c	532.50
Hi-Boy	424.00
Triple Bell 5-5-5	895.00
Triple Bell 5-5-25	910.00
Triple Bell 5-10-25	925.00

BELL-O-MATIC

Three Bells, 1947	735.00

BUCKLEY

Track Odds DD JP	1250.00
Parlay Long Shot	1250.00

EVANS

Bangtails 5c Comb 7 Coin	No Price Set
Bangtails 25c Comb 7 Coin	No Price Set
Bangtail JP	No Price Set
Bangtail FP PO JP	No Price Set
Evans Races	No Price Set
Casino Bell	No Price Set
1946 Galloping Dominoes JP	No Price Set
Winter Book JP	No Price Set

GROETCHEN TOOL & MFG. CO.

Columbia Twin Falls	485.00

O. D. JENNINGS

Challenger 5-25	595.00
Club Console	499.00
DeLuxe Club Console	529.00
Super DeLuxe Club Console	545.00

J. H. KEENEY CO.

Gold Nugget	800.00

PACE

3-Way Bell Console 5c-10c-25c	$690.00
5c Royal Console	320.00
10c Royal Console	330.00
25c Royal Console	340.00
50c Royal Console	475.00
1.00 Royal Console	650.00

ARCADE TYPE

BALLY MFG. CO.

Big Inning	539.50
Bally Bowler	539.50

H. C. EVANS CO.

Bat-A-Score	No Price Set

EDELMAN AMUSEMENT DEVICES

Flash Bowler

13'—8"	475.00
11'—8"	450.00
10'—8"	450.00
Belgian Pool	319.50

ARCADE TYPE *(continued)*

INTERNATIONAL MUTOSCOPE CORP.

Deluxe Movie Console	150.00
Deluxe Movie Counter	140.00
Fishing Well	375.00
Silver Gloves	375.00

PARTS AND SUPPLIES

GLASS SIZES — PIN GAMES

Bally	21 x 41
Chicago Coin	21 x 41
Exhibit	21 x 41
Gottlieb	21 x 43
Keeney	21 x 41
Marvel	21 x 41
United	21 x 41
Williams	21 x 43

COILS — PIN GAMES

WILLIAMS:

10 Ohms	W— 7
125 Ohms	W—10
200 Ohms	W—15
10-100 Ohms	W—20
W—5 w/bracket	W—28
	W—30

GOTTLIEB:

R-20-1	A20-8
R-20-4	A-580
R-20-5	R-20-2
A-20-4	R-20-3
SM20-1	C-20-1
SM20-2	C-20-3
A20-2	C-20-2
A20-3	2 make relay
A20-6	3 make relay

BALLY:

A-25	150 ohm 45v
A-26	550 ohm 115v
A-30	E-23
A-31	E-28
H-24	R-28
H-27	E-31
H-31	J-29
G-28	C-1886
O-31	C-27
W-21	C-28
W-24	C-29
90 ohm 50v	
5 ohm 6v	

CHICAGO COIN:

2876 complete	R-237
2876 brackets	R-239
2876 coil	X-299
2876 brass sleeve	X-298
P-273	U-298
X-327	O-273

UNITED:

6-23	2-24
6-28	3-23
6-29	4-24
12-23	5-25
12-24	5-28
123	

EXHIBIT:

827	628
123	525
223	528
124	1625
624	1222
629	1223
631	1224

GENCO:

24 Medium	No. 30
24 Plain	No. 29
J-102	No. 26
J-99	

As a service to repair and servicemen in the coin machine industry, *The Cash Box* herewith lists parts and supplies information. Additional information concerning standard parts and supplies will be listed in the future. Manufacturers desiring such listing are requested to contact *The Cash Box* immediately.

Buckley BUILDS THE Best

NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS HAMMERLOID OR WRINKLE

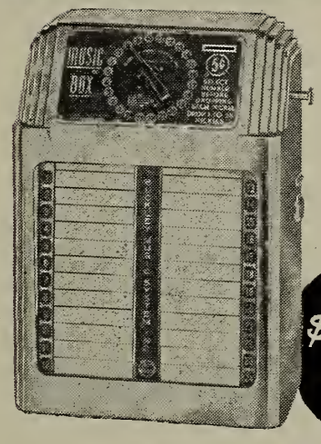
YOUR CHOICE OF:

Cherry ar Diamand Ornaments, Maraan, Copper, Gald, Green, Aluminum Gray, Chacalate, Surf Blue.

- **Camplete new precisian-built light waad Cabinets expertly finished with perfect fit new aluminum castings.**
- **Club Handle and Handle Callar chrame plated.**
- **Heavy brass chrame plated etched Reward Plates, 2/5 ar 3/5.**
- **5c-10c-25c chrame Denaminatar Cain Intake.**
- **Payaut Cups with anti-spean Cup.**
- **Drilipreaf Plates.**

$50.00

THE NEW Music Box



$25.00

Buckley gave Music Operatars the FIRST practical and prafitable music bax at the LOWEST PRICE. Taday, Buckley leads the field by affering a NEW music bax af advanced design and perfection at a NEW LOW PRICE.

Quality af material and warkmanship have nat been sacrificed. This sensatianal law price is the result af ecanamies realized in large quantity productian.

The new Buckley Music Bax is genuinely chrame plated, with beautiful red dial plates and attractively illuminated. Equipped with pasitive natianally knawn slug rejectar and dauble capacity cash bax. Complete program of selectians always in full view, Buckley's exclusive features of canstructian, combined with outstanding beauty and eye appeal makes this the autstanding remate cantrol music bax . . . equally papular far wall ar bar installatian.

TRACK ODDS

BUCKLEY TRACK ODDS has lang been recagnized as the anly seven-cain race herse cansale that wauld stand up month after manth—year after year—and autearn all other cain machines. Buckley operatars knaw this ta be a fact. Experience has praved that ne other machine can even came in a clase second from the standpaint af earnings. Every day new eperators are finding aut that the new BUCKLEY TRACK ODDS are even mare profitable ta aperate than they haped far.

$1250.00

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Buckley Manufacturing Co.

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(PHONE: VAN BUREN 6436-37-38-6533)

EVERYBODY'S HEADIN' FOR TENNESSEE

Williams

TERRIFIC 5-BALL THRILLER with

- UNIQUE FLIPPER ACTION
- SEQUENCE • 3 SPOT ROLL-OVERS
- PREMIUM SCORE • DOUBLE PREMIUM SCORE • RESERVE SCORE
- HIGHEST HIGH SCORE plus
- WILLIAMS NEW PYLON LIGHTS!

HEAD FOR YOUR DISTRIBUTOR NOW FOR IMMEDIATE DELIVERY!

Williams
MANUFACTURING COMPANY
161 W. HURON STREET
CHICAGO 10, ILLINOIS

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For A Complete List of Specials *Drop a Line to Any One of Our 3 Offices*

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Active Amusement Machines Co.
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98 CLINTON AVE., NEWARK 5, N. J.
Phone: Mitchell 2-8527
1120 WYOMING AVE., SCRANTON, PA.
Phone: Scranton 4-6176

HERE'S A BUY!
COIN METERS for Radio & Laundry Machines

Radio or Laundry Apparatus Coin Meters, 25c Coin Chute, set for 2-hr. period. Equipped with Chicago Lock and Keys. New, in original cartons. American Time Corp. product with Haydon motors, 110-V., 2.2-W., 60-Cycle. Priced attractively for FAST turnover in quantity lots.

W. J. CONNERS
540 Lake Shore Drive, Suite 406
Chicago 11, Illinois

MOTORS REPAIRED WURLITZER — AMI —SEEBURG—ROCK-OLA—MILLS. Rewound to Factory Specifications. Rapid service—repaired or exchanged within 24 hours after arrival. **Complete No Extras $6.00**

M. LUBER
503 W. 41st (LOngacre 3-5939) New York

Wurlitzers On Way To West Virginia

NORTH TONAWANDA, N. Y.—Pictured above are two carloads of Wurlitzer's new phonograph model 1100's on the way to Carl C. Keesling, West Virginia Amusement Company. One carload of the 1100's was destined for Welch, W. Va.; and the other for Bluefield, W. Va.

A Wurlitzer music merchant for over 12 years, and one of the largest operators in the country, Carl Keesling declared "We're providing musical fun for everyone in the southern area of West Virginia. These new Wurlitzers with the Zenith Cobra tone arm are the best money-makers and play-getters I've ever seen in this business. I'm getting them out on all my locations as quickly as possible."

Rex Coin Mach. Co. Opens In New Orleans

NEW ORLEANS, La.—Rex Coin Machine Company opened offices at 2629 Jefferson Highway, Jefferson Parish, this week, immediately across the highway from the Beverly Country Club.

The firm is under the management of Al Morgan, one of the foremost coinmen in the state. All types of equipment will be on hand, and in addition an exceptionally fine service and parts department is available.

"Operators can come in or write us for anything they need" states Morgan, "and we shall give them the utmost in service."

Bally Announces Two New 1-Ball Multiple Games

GEORGE JENKINS

CHICAGO—George Jenkins, vice president and general sales manager of Bally Manufacturing Company, this city, announced that deliveries of "Gold Cup" and "Trophy", Bally's two new one-ball multiples are now being made thruout the country.

"Gold Cup" is described as a one-ball free play multiple, and "Trophy" as a one-ball automatic multiple.

"Both games contain all the play-appeal features of previous Bally multiples" states Jenkins "starting odds at 3 instead of old style 2; popular spell-name feature; A-B-C-D feature; build-up feature award and the motor-driven shuffle that automatically shuffles the board."

"Both games also include the popular Horseshoe Flash with the New Fan Flash feature which means player can light all 7 selections by depositing extra coins" continued George. "Every number on the board is then a winner. Location tests have proved that the New Fan Flash offers bigger play attraction than ever . . . holds repeat play longer . . . and takes in three to five extra coins per game in addition to normal multiple play."

NOW

SHIPPING

AMI 40 Selection Wall Box

AMI Incorporated

127 NORTH DEARBORN, CHICAGO 2, ILLINOIS

Gersh Goes To Work—

CHICAGO — They finally put Bill Gersh to work! United Manufacturing Company officials can take credit for that phenomena. While visiting Chicago a week ago, Lyn Durant, Belly DeSelm and Herb Oettinger of United took Gersh out to see the site of their plant, which will be constructed on practically the entire blocks of California and Roscoe. Pushing a wheelbarrow into his hands, the company officers had Gersh shoveling dirt against the tide.

IT'S HOT!
Williams' New B-BALL
TENNESSEE
• HOLD BONUS SCORE • JACKPOT BONUS • FLIPPER ACTION • HIGHEST HIGH SCORE
ORDER NOW!
King-Pin
EQUIPMENT COMPANY
KALAMAZOO 21, MICH.
826 Mills Street Phone 2-0021
DISTRIBUTING COMPANY
DETROIT 1, MICH.
3004 Grand River Ph.: TEmple 2-5788

"AS IS" SALE!
ALL PARTS INTACT

AMI Hi Boy, 40 Record	$ 79.50	Wurlitzer 950	$175.00
Singing Tower	90.00	Wurlitzer 12 Record	30.00
Wurlitzer 61 C.M.	50.00	Seeburg Gem	75.00
Wurlitzer Twin 12	65.00	Seeburg Regal	75.00
Wurlitzer 71 C.M.	65.00	Seeburg Classic	125.00
Wurlitzer 616	35.00	Seeburg 12 Record	30.00
Wurlitzer 500	85.00	Rock-Ola Boxes	3.00
Wurlitzer 850	175.00	Rock-Ola Bar Boxes	5.00
Wurlitzer 800	175.00	Pachard Boxes	22.50

LIKE NEW
COLUMBIA BELLS $65.00

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N. Y. State Passes "Enabling Act" Permitting Cities Power To Pass Laws Taxing Coin Machines Up To $25

Atty Levine Optimistic N. Y. C. Juke Tax Will Not Exceed $10

SIDNEY H. LEVINE

ALBANY, N. Y.—Winding up its legislative session, the State Assembly passed a law called an "enabling act" (Chapter 278) giving the cities the power to enact a priviledge tax on coin operated machines not to exceed $25 per annum.

The act reads ". . . permits cities the power to place a priviledge tax on coin operated amusement devices, including but no limited to coin operated juke boxes, skill games, diggers and moving picture devices not to exceed $25 per annum." A 1947 act, which has been in existence during the past year permitted cities of less than 1,000,000 population the privilege of passing legislation taxing machines a maximum of $10 per year. This law was to provide funds for educational purposes.

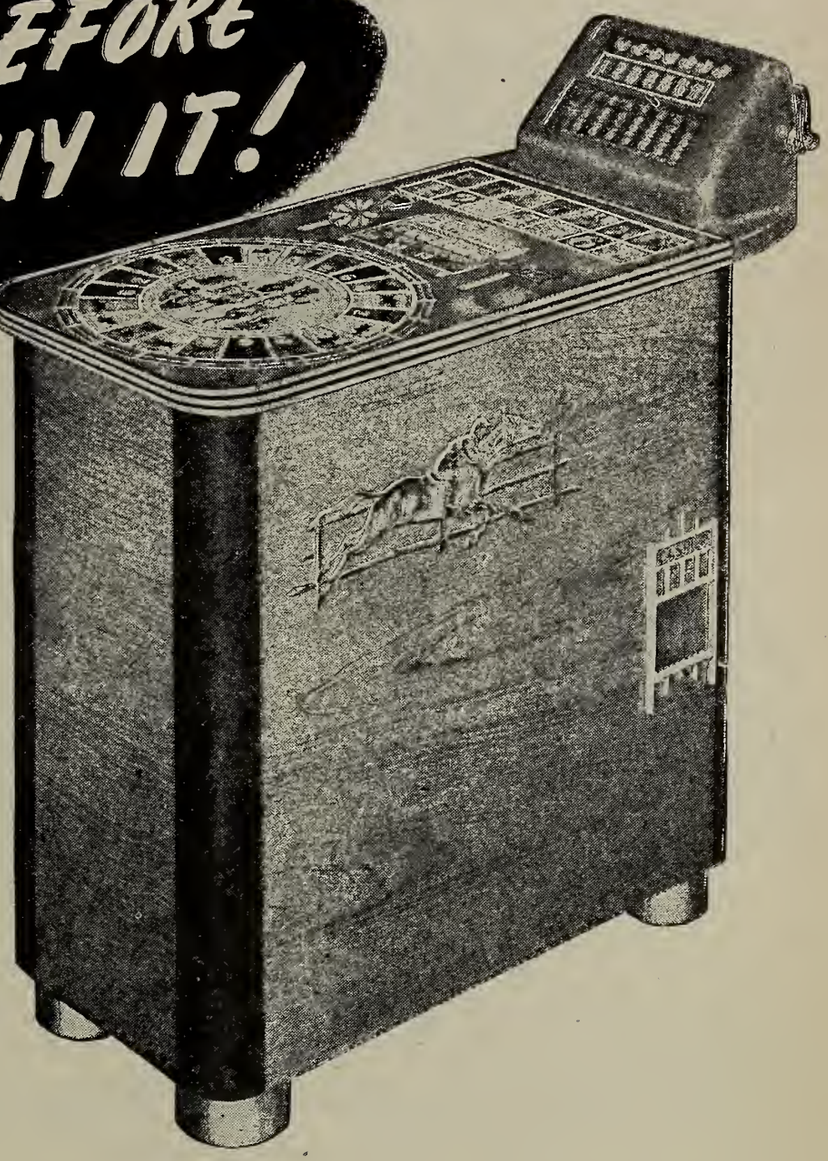
Because of the pressure by communities thruout the State who are in need of funds, the present "enabling act" was put thru, and it doesn't stipulate the funds to go for educational purposes, but is for a general fund.

The various cities thruout the State will decide for themselves whether or not to take advantage of this act, and if they do pass legislation, it will be up to each community to determine the annual fee.

Sidney Levine, attorney for the Automatic Music Operators Association, New York City, was on hand at Albany when the body voted this legislation. He is not pessimistic over the ruling, claiming that if the city decides to enact legislation taxing coin machines, it will be given a public hearing. "At this hearing" states Levine "I'm pretty confident that I can show the law makers that anything above a $10 per year tax on music machines will be exorbitant and confiscatory."

Levine points out that this is the first time juke boxes were ever mentioned specifically in any state legislation.

try it BEFORE You BUY IT!

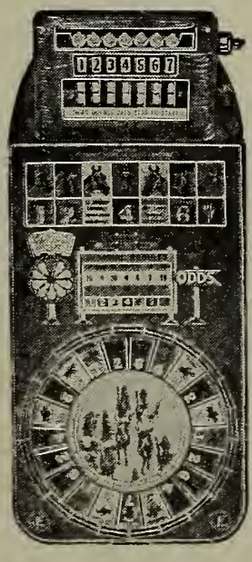


BUCKLEY TRACK ODDS AND PARLAY LONG SHOT

Hundreds of operators know from actual experience that Track Odds and Parlay Long Shot are the greatest money-makers ever offered to the coin machine trade.

If you don't know it, here's your chance to find out—and it won't cost you a cent. Both Track Odds and Parlay are available in nickel or quarter play—for straight cash or check payout.

Order a sample today on our thirty days' free trial offer explained below.

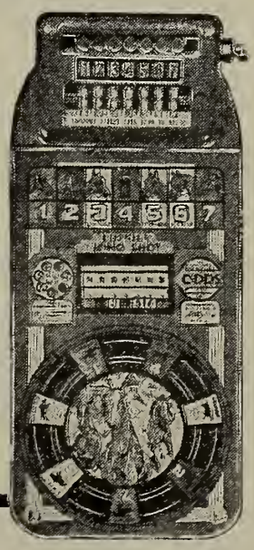


TRACK ODDS

Illustration at the left shows the TRACK ODDS top glass. From one to seven coins may be played at one time. Winner is indicated by the spinner and odds changer shows odds. Players like the TRACK ODDS because it is easy to understand and gives them ACTION and THRILLS.

PARLAY LONG SHOT

Illustration on the right shows Buckley PARLAY top glass. Notice the big odds — 10-15-20-25-30 to 1 plus jackpot as high as 500 to 1. Naturally the PARLAY is a real favorite with long shot players. It's an ideal companion console for the TRACK ODDS.



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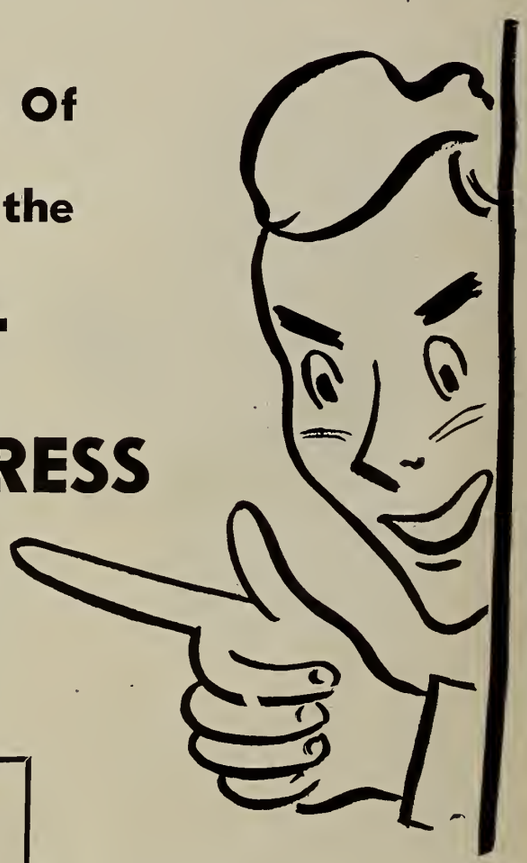
APRIL 8



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BRANCH OFFICES: CHICAGO — LOS ANGELES

U. S. Government Asked To Mint Eight Cent Coin

ALBANY, N. Y.—Representatives of interests, such as bus companies, transit services, coin machine companies, and others affected, are planning a drive to have the Federal Government mint an eight-cent coin that would be larger than a dime and smaller than a nickel.

It is reported that representatives of the bus companies have had one conference with the Director of the Mint on the subject already, and another is planned for the very near future.

The matter was brought to the fore by the legislation at Albany to increase bus and transit fares to eight cents. It was pointed out that the City of New York had planned on using tokens for its turnstiles. These tokens so closely resemble dimes in weight and size that they will register as dimes in all automatic coin machines. However, the Board of Transportation claim they have tested the eight-cent token, and that they will not work in ten cent coin slots.

The coin machine industry has been advocating the minting of a 7½c coin in order to overcome an economical problem, and if the Director of the Mint is convinced of the practicability of the eight-cent coin, it would be one of the greatest boons to ever hit our industry.

WATCH FOR

GENCO'S

NEWEST

5 BALL GAME

READY FOR DELIVERY SOON!

Standard Music Holds Aireon Showing

HOUSTON, TEX. — Sam Ayo, Standard Music Distributors, this city, played host to a large gathering of music operators recently, at which time he introduced the new Aireon phonograph "Coronet 400". Pictured above is the machine surrounded by a group of coinmen. Bill Roberts (with hand on mechanism) of Aireon Manufacturing Corporation, demonstrates the inner workings. Sam's young son, Tommy, is seated on the platform, decked out as all good Texans should be—with fancy cowboy boots.

"The music operators who visited us" stated Ayo "were enthusiastic over the new phono, particularly about the price and finance arrangements. We booked plenty of orders, and now it's up to the factory to keep pace with us on their deliveries."

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OR IF YOU WANT TO BUY—
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Service and parts for all Consoles and Bell Machines.

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HAVE YOU MACHINES FOR SALE?

WHAT DO YOU WANT TO BUY?

READ PAGE 28

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PRICED FOR QUICK SALE

RECONDITIONED FIVE BALLS
Clean—Mechanically A-1

BALLY: Ballyhoo $85.; Nudgy $115.; Silver Streak $115.
GOTTLIEB: Baffle Card $60.; Lucky Star $100.
EXHIBIT: Cross Fire $70.; Fiesta $65.; Mystery $65.; Smoky $55.; Vanities $65.
WILLIAMS: Cyclone $70.; Show Girl $75.; Sunny $175.
CHICOIN: Gold Ball $100.; Playboy $90.
UNITED: Havana $65.; Rio $55.

1/3 Deposit required, Balance C.O.D.

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NICK CARBAJAL, Gen. Mgr.

Keep Cross Country Wires Hot

GEORGE A. MILLER

NEW YORK—Report from Sidney H. Levine, counsellor for the Executive Committee of the nation's juke box operators, is to the effect that he has been in constant telephone conversation, as well as issued written and telegraphic reports to George A. Miller, Chairman of the Executive Committee.

After each trip to Washington, D. C., where attorney Levine has been keeping his fingers on the pulse of many bills which are still there, he has received immediate phone calls from George A. Miller as to the progress of these bills which might seriously harm the entire automatic music industry.

Counsellor Levine reported this past week, "From all present indications, the preponderance of bills before the various committees in Washington regarding many emergency matters may keep any juke box bills from being heard during this session.

"This tho", he reports, "should be taken for whatever it is worth. We must maintain constant vigilance so that no bills are introduced suddenly to catch us unprepared.

"Mr. Miller and myself", he said, "are, therefore, in constant touch with each other and are watching every move being made in Washington at this time to make certain that nothing is pushed up for hearing which may, in any fashion whatsoever, effect the nation's juke boxes."

George A. Miller, Levine said, is prepared to at any time fly to Washington to be present at any hearing which may hurt the nation's music ops. As Chairman of the Executive Committee he is keeping very close track of each and every move in the nation's capital.

All committee members are in touch with Miller, and he relays the information as it reaches him. Thus the entire country is aware of all that is happening in Washington regarding any legislation that may affect their industry.

Houston Music Ops Meet To Form Assn.

HOUSTON, TEX. — More than twenty of the leading music operators in this city met on March 10 at a prominent downtown restaurant to discuss the formation of an association, with the main purpose of arranging for a better commission basis on their machines.

As a result of the gathering, another meeting was arranged for March 24, at which time all music operators in the city have been invited to attend. Indications lead the group to announce that they expect that 90% of the city's music operators will be in attendance.

Among those present at the March 10 meeting were: Sam Lampasas, Morris Pinto, Cecil Robertson, Ernest Gates, Bill Peacock, Henry Cruse, Clyde Atkins, Fred McClure, Wayne Switzer, Adrian Ratliff, F. S. (Doc) Clancy, A. H. Shannon, Tony Arwardy, J. R. Hazlett, Cecil Harrington, Jack Taylor, and others.

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Lief Appointed AMI Distributor For Northern Ohio

CLEVELAND, O.—Harry Lief, Lief Music Distributing Company, 1640 Payne Avenue, this city, has been appointed distributors for AMI, Inc., according to an announcement made by L. C. "Lindy" Force, general sales manager of AMI. The firm will cover the northern Ohio territory.

Lief has been in the music machine business since 1936 and was one of the founders and office holders of the Ohio Automatic Phonograph Owners Association. The Lief Music Distributing Company will be located at the space formerly occupied by the Ohio Music Distributors and will take over both the office and service personnel of the Ohio Music.

"Lief is one of the most aggressive operators we have known" stated Force "and we believe that his addition to the ranks of AMI distributors will not only round out our coverage of the United States, but will also secure for us considerable additional business."

R. F. Jones Dist. Co. Bally Regional Distrib.

SAN FRANCISCO, CALIF.—R. F. Jones Distributing Company, with offices at 1263 Mission Street, this city, has been appointed Bally regional distributor for Northern California and Nevada, according to an announcement by George Jenkins, vice president and general sales manager of Bally Manufacturing Co.

R F. Jones, who heads the distributing organization, is a well known and well liked coinman, and has had long experience with Bally 1-ball multiples, 5-ball novelty games, consoles and arcade equipment in other territories.

"Jones is the type of individual" states Jenkins "who will go all out to give the operators, jobbers and distributors the kind of co-operation and service that assures each and everyone their maximum profit from the great Bally line."

"Ballerina" New Bally Five-Ball

CHICAGO—George Jenkins, vice president and general sales manager of Bally Manufacturing Company, announced this week that shipments are now being made on their new five-ball game "Ballerina."

"The new 'Ballerina' game," Jenkins said "has been released only after thorough tests have proved the entire mechanism to operate virtually trouble -free.

"'Ballerina' includes a new double-bonus feature together with other proven play-appeal features—high scores; sequence scores; special roll-over scores; five kick-out holes; 3 saucer holes; kick-back pocket at bottom of board to insure last ball suspense.

"Additional action and player skill-control is provided by kicker-bumpers" concluded Jenkins "which player can operate by pressing buttons on each side of cabinet. This feature is strongly merchandised by an attractive display sign on the backbox."

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WANT — To Purchase for export shipments — Model 1015 Wurlitzer, 1946 AMI's 146 and 147 Seeburgs. State quantity and your lowest price in first letter. BADGER SALES CO., INC., 2251 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT — Mutoscope Fan Front and Red Top Diggers; Keeney Three Way Bonus Super Bells; Bally Special Entrys; Bally Entry; Draw Bells, etc.; Packard Boxes; 1015 Wurlitzers; Seeburgs. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH. Tel: Garfield 3585.

WANT — The used records from your boxes. We buy steadily all year around. Top prices paid. Sell to Chicago's Largest Distributor of Used Records. We pay freight. Write, Call or ship to: USED RECORD EXCHANGE, 4142 W. ARMITAGE AVE., CHICAGO 39, ILL. Tel: DIckens 7060

WANT — New & used Wall Boxes, Adaptors & Speakers; Twin 16 Adaptors for Rock-Ola; Mills, Jennings F.P. Mint Vendors; Solotone, Personal Music Boxes, Amplifiers, etc. Any 25 cycle equipment. ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CAN.

WANT — Bally Draw Bells; Triple Bells; Keeney Super Bonus Bells for cash or will trade new pin games, new or used Roll Down games, Mills 3 or 4 Bells, Late Heads. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

WANT - Used Juke Box Records. Unlimited quantities. Top prices paid. We pick up within a radius of 150 miles. Write or wire. HARMEL MUSIC CO., 2809 OCEAN AVE., BROOKLYN 29, N. Y.

WANT - Used juke box records. Highest prices paid. Unlimited quantities. We purchase all year 'round. Compare our prices before selling your records. We pay freight. Call, Wire, Write FIDELITY DIST., 1547 CROSBY AVE., BRONX 61, N. Y. Tel.: UNderhill 3-5761

WANT - New late pin games, close-out bargains. Keeney Bonus Super Bells; Bally Triple Bells. Will pay $75. for Seeburg Vogues and Classics; $50. for 71 and 81 Wur. w stands. Also want Slots, any make or model. Quote us prices, quantity and condition in first letter. NOBRO NOVELTY Co., 369 ELLIS ST., SAN FRANCISCO 2, CALIF.

WANT — Bally one-ball Entry's (Pay-outs) and 1948 Jockey Clubs. Wire, airmail or phone (5-0461) quantity and price. THE R. F. VOGT DIST., MILNER HOTEL BLDG., SALT LAKE CITY, UTAH

WANT — Bally Triple Bells; Bally Draw Bells (Plastic Buttons); DeLuxe Draw Bells; Bally Eurekas; Keeney Bonus Super Bells 5¢ and 25¢; Mutoscope Fan Front and Red Top Diggers; '47 Rock-Ola, Wurlitzer and Seeburg Phonos. Will buy over-stocks of late new or used pin games, for resale. Quote best prices, quantity and condition in first letter. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO, CALIF. Tel.: Ordway 3-3069

WANT - 219 Steppers. Will pay $20. each if in working order. AUTOMATIC VENDING CORP., 525 PARKET ST., CHESTER, PENNA. Tel.: 3-9282.

WANT - Selector Slide Assemblies for Pre-war Rock-Ola Phonos. IDEAL NOVELTY CO., 2823 LOCUST ST., ST. LOUIS 3, MO.

WANT - Erie Diggers. LAMAR BYRUM, SHELBYVILLE, MO.

WANT - Used Metal Seeburg Wall Box Covers for Type DS2-1Z or Model WS-2Z. INTERSTATE MUSIC COMPANY, 1196 COMMONWEALTH AVE., BOSTON 34, MASS. Tel.: ASpinwall 7-0517.

WANT -Wurlitzer 1015's and 750's. Small music routes in Manhattan and Bronx. ATLAS SALES CO., 460 - 10th AVE., NEW YORK 18, N. Y.

THE CASH BOX COIN MACHINE MART

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FOR SALE – What have you to trade us for the following: 1 Photomatic, like new, latest model; 2 Packard Basement Units; 1 Tally Roll; several Bank Ball Super Rolls & Premier Ten Grand Bowling Alleys. SILENT SALES CO., 208 11th AVE. S., MINNEAPOLIS, MINN. Tel: Geneva 3645

FOR SALE – Auction. Make us an offer on the following Consoles: 17 – 5¢ Lucky Lucres; 6 Galloping Dominoes J.P.; 6 – 5 -10¢ Pace Twin Reels; 2 Evans Lucky Stars; 11 – 10¢ Big Games; 3 – 5¢-5¢ Pace Twin Reels; 2 - 10¢ Pace Reels Jr.; 16 – 5¢ Big Games. HY-G MUSIC CO., 1415 WASHINGTON AVE. SO., MINNEAPOLIS 4, MINN. Tel: At. 8587.

FOR SALE – Operators! We have a large number of Pay Off Consoles – various makes - from $20. up; all in good working condition. Also Slots, Pin Balls and Music. We will not be undersold. Tell us what you need and be sure to get our prices on guaranteed equipment. VIRGINIA NOVELTY CO., 400 WATER ST., PORTSMOUTH, VA. Tel: Portsmouth 1025

FOR SALE – Five Balls: Play Boy $90. ea.; Kilroys, Baffle Cards $75. ea.; Surf Queens, Big Hits, Big League $25. ea.; South Seas, Streamliners $20. ea.; Sky Blazers $15. ea. All in top shape. C & M SPECIALTY CO., 832 CAMP ST., NEW ORLEANS 13, LA. Tel: MAgnolia 5588

FOR SALE – 2 Skyfighters $65. ea.; 1 Bally Defender $50.; 1 Bally Rapid Fire $50.; 2 Air Raiders $49.50 ea.; 1 Victory Pool $49.50; 1 Red Ball $49.50; 2 Anti-Aircraft, Br. $25. ea.; MARCUS KLEIN, 577 TENTH AVE., NEW YORK, N. Y.

FOR SALE – Mills slots and stands. I also buy same. Send me your list. MILTON BRAUN, RT. 3, BOX 428, SAVANNAH, GA. (Tel: 3-5432)

FOR SALE – Mills greatest proven money makers – original Black Cherry Bells, Golden Falls, Vest Pocket Bells, all like new. Lowest prices, quality considered. Mills Three Bells, repainted original factory colors $275.; late head Mills Four Bells $200. Save with safety. Trade and buy with authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 – 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE – Mills Four Bells, perfect $50.; 1 Barrel Roll Skeeball $50.; Jennings Cigarolla $30.; Undersea Raider $50.; Loudspeaker $5.; Seeburg Envoy $200.; Mills Empress $200.; Watling 10¢ Rol-A-Top $50. BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, OHIO. Tel: 750

FOR SALE – Brand new Columbus 1¢-5¢ Peanut Vendors; 1¢ Ball Gum Vendors in Stock. Brand new Daval 5¢ Free Play Cigarette or Fruit Reels. Write: H. M. BRANSON DISTRIBUTING CO., 516 SO. 2nd ST., LOUISVILLE 2, KY. Tel: Wabash 1501.

FOR SALE – This Week's Specials! Suspense $69.50; Surf Queens $39.50; Step Up $65.; Double Barrel $44.50; Big League $49.50; Undersea Raider $75. An exceptional buy on slightly used AMI Phonographs. Write or Call. HANNA DISTRIBUTING CO., 169 CAMPBELL AVE., UTICA 4, N. Y. Tel: 6-386

FOR SALE – 10 Keeney Three Way Bonus Super Bells, like new, guaranteed perfect mechanically and outward appearance $800. ea. Terms: 1/3 Deposit, balance C.O.D. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.

FOR SALE – All kinds of used machines in perfect condition. Write us for lowest prices. BRILLIANT MUSIC CO., 4606 CASS AVE., DETROIT 1, MICH. Tel: TEmple 1-7455.

FOR SALE – Pilot Trainer, used only four months. Cannot be told from new. I am closing my arcade. $500. f.o.b. Los Angeles. Add $25. for crating. Send or wire 10% deposit. WM. NATHANSON, 2738-1/2 CINCINNATI ST., LOS ANGELES 53, CALIF.

FOR SALE – DuGrenier W $75., WD $85., completely overhauled, equipped with double dime mechanism, choice of new beautiful two-toned blue and grey or maroon and grey. Terms: 1/3 down, balance C.O.D. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th ST., MINNEAPOLIS 11, MINN.

FOR SALE – 10 - 616 Wurl. $75. ea.; 2 - 600R Wurl. $150. ea.; 1 - 1940 Rock-Ola C.M. $90.; 3 Seeburg Mayfairs $150. ea.; 2 Seeburg Regals $175. ea. All above machines in excellent condition. X-CEL NOVELTY CO., 1929 W. TIOGA ST., PHILA. 40, PA. Tel: RA. 5-8705

FOR SALE – William's All Stars $275.; Ballyhoo's $100.; Surf Queens $35.; Big Leagues $35.; Phonos: Seeburg Crown, Plaza, Gem $125. ea. ANTHONY HIRT, 2303 NO. 11th ST., SHEBOYGAN, WIS.

FOR SALE – 25 Model 80 Kirk Astrology Scales $169.50 ea. THE VENDING MACHINE CO., 205-215 FRANKLIN ST., FAYETTEVILLE, N. C. Tel: 3171.

FOR SALE – Guaranteed Used Machines – Bells; Consoles: One-Ball; Pins. The machines are perfect, the prices are right! Write for list. CONSOLE DISTRIBUTING CO., 1006 POYDRAS ST., NEW ORLEANS, LA.

FOR SALE - 4 Panorams, like new. Splicer, film, $200. ea. F.O.B. Lewistown. 1/3 deposit with order. LEWISTOWN DIST. MART, INC., 27 VALLEY ST., LEWISTOWN, PA. Tel.: 2584

THE CASH BOX
CLASSIFIED ADVERTISING SECTION
COIN MACHINE MART

FOR SALE

FOR SALE – 5 Ball Pin Games. All thoroughly reconditioned, cleaned, rails refinished, packed in good cartons. At $25.: Sporty, Blondie, Big Town, Formation, Big Chief, Crossline. At $30.: Four Roses, Band Wagon, Twin Six, Ten Spot, ABC Bowler, Flat Top, Chubby, Wild Fire. At $35.: Towers, Show Boat, All American, Sky Ray, Spot Pool, Gun Club, Dixie, Clover, Hi Hat, Champ, School Days, Laura, Legionnaire, Venus, Seven Up. At $45.: Arizona, Surf Queen, Midget Racer, Big League. At $75. Superscore. One Balls F.P.: Sport Special $45.; Dark Horse $60.; Blue Grass $65. Immediate shipment. 1/3 deposit, bal. C.O.D. W. F. KEENEY MFG. CO., 7729 CONSTANCE AVE., CHICAGO, ILL.

FOR SALE- Used pin games: We have every machine in stock. You name it. We ship it same day. You can't beat our prices. We don't ship junk. Our 28th year in business. HIRSH COIN MACHINE CORP., 1309 NEW JERSEY AVE., WASHINGTON 1, D. C.

FOR SALE - 15 Advance Rolls.; 8 Total Rolls.; 5 Sportsman's Rolls. All in perfect condition. WANT - Chicago Coin Basket Ball, Bingo Rolls and High Rolls. AMUSEMENT SALES, 577 TENTH AVENUE, NEW YORK CITY. LO. 5-8879.

FOR SALE - Williams All Stars latest model, $225.00. Chicago Coin Roll Down, $125.00. HERMAN DISTRIBUTING CO., 1505 CONEY ISLAND AVE., BROOKLYN, NEW YORK.

FOR SALE – 1 Williams All Stars very clean $275.; 1 Packard Hideaway FS $295.; 3 Columbia JP Bells late $85. ea.; 1 Wur. Model 71 Phonograph $95.; 1 Wur. Model 600K Phonograph $110.; 1 Wur. Model 500 Phonograph $115. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND.

FOR SALE - United Streamliner, Grand Canyon, Idaho, Wagon Wheels, Trade Winds, South Seas, Midway at $20. ea. With flippers $29.50 ea. K. C. NOVELTY CO., 419 MARKET ST., PHILADELPHIA 6, PA. Tel.: Market 7-6391.

FOR SALE - 2 brand new Chicago Coin Goalees, still in original crates $250. ea.; 1 used Bally DeLuxe Draw Bell $275.; 3 Bally Hi-Hand $45. ea. KING-PIN EQUIPMENT CO., 826 MILLS ST., KALAMAZOO, MICH. Tel.: 2-0021.

FOR SALE - New A-F Coin Counter, $1. counts pennies, nickels and dimes. Lightweight, fits the pocket. Counts money in half the time. Send $1. with order. We prepay postage. A-F CORPORATION, 5729 W. JEFFERSON BLVD., Dept. 9, LOS ANGELES 16, CALIF.

FOR SALE - Losing warehouse. Prices slashed: Blue Fronts 5¢ $54.50; 10¢ $59.50; 25¢ $64.50; Brown Fronts 5¢ $59.50; 10¢ $64.50; 25¢ $69.50; Gold or Chrome 5¢ $69.50; 10¢ $74.50; 25¢ $79.50; Silver Chiefs 5¢ $44.50; 10¢ $49.50; Red Skins 5¢ $59.50; 10¢ $69.50. Box Stands $7.50. POULL'S BETTER MUSIC, 533 MILL ST., WEST BEND, WIS. Tel.: 896.

FOR SALE - Late pin games, new and used. Get our list of used pin games at lowest prices. State your needs and we ship same day. HIRSH COIN MACHINE CORP., 1309 NEW JERSEY AVE., WASHINGTON 1, D. C.

FOR SALE - Used machines have little cash value - so why not trade something you can use. Will trade Commandos; Arcade Equipment; Red Balls; Dice Boards, etc. Write for list. ABC NOVELTY CO., 2509 SO. PRESA ST., SAN ANTONIO 4, TEX. Tel.: K 1152.

FOR SALE - Just off location, any combination of coins. 10 National 9-30 $40. ea.; 10 National 9-50 $55. ea.; 5 Monarch 6 column $75. ea. L & H VENDING, 4807 FOSTER AVE., BROOKLYN, N. Y.

FOR SALE - Used Pin Games: Amber $64.50; Bally Hoo $87.50; Bonanza $175.; Broncho $119.; Cyclone $87.50; Flamingo $119.; Ginger $137.50; Gold Ball $129.50; Honey $89.50; Hawaii $139.50; Lightning $79.50; Mam'selle $134.50; Mexico $129.50; Nevada $154.50; Play Boy $99.50; Rocket $69.50; Singapore $179.50; Sea Isle $149.50; Smarty $59.50. Phonographs: Rock-Olas: 1426 $475.; 1422 $395.; Commando $85.; Premier $80.; Super $119.; Wurlitzer: 800 $197.50; 750 $219.50; 500 $95.; 600 $90.; 616 $49.50; 61 $35. MISSOURI TAVERN SUPPLY CO., 219 EAST PERSHING, SPRINGFIELD, MO.

FOR SALE - Stock reducing: Bargain list free. Consoles, slots, phonographs, tubes, slot parts, 15 new master key locks $25.; 50 set new phono casters $45. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel.: 46512.

FOR SALE - Williams All Stars Baseball games, used less than 90 days $325. ea. Can give immediate quantity delivery. 1/3 deposit, balance C.O.D. GENERAL DISTRIBUTING CO., 1906 LEELAND AVE., HOUSTON 3, TEX. Tel.: C 4-4200.

FOR SALE - Special A.B.T. Rifle Range in crate $850.; 25¢ cash pay Evans Racer like new $450.; Pantages Mirror Music, cost $325., will sell for $150. in original crate. The following pin games are ready for location guaranteed in first class condition: Bowling League $125.; Bermuda $185.; Chicoin Baseball $115.; Cross Fire $75.; Coed $120.; Double Barrel $25.; Stage Door Canteen $29.50; Flying Trapeze $110.; Gold Ball $110.; Honey $97.50; Kilroy $69.50; Mam'selle $115.; Nevada $165.; Rocket $90.; Sea Breeze $49.50; Spellbound $39.50; Smarty $60.; Show Girl $60.; Smokey $69.50; Sea Isle $165.; Step Up $29.50; State Fair $39.50; East Ball $39.50. ROCK CITY AMUSEMENT CO., 125 SIXTH AVE., N., NASHVILLE, TENN. Tel.: 6-8371.

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE - Penny Scales various models. Ready for location. G. H. SCALE SERVICE, FARRELL, PA.

FOR SALE - Call us for prices on new and used games. LEHIGH SPECIALTY CO., 1407 W. MONTGOMERY AVE., PHILADELPHIA 21, PA. Tel.: Pop 3299.

FOR SALE - Guaranteed to be perfect! Wurlitzer 600K $145.; 600R $125.; 500 $125.; Wurlitzer Model 125 Wall Boxes $12.50; Model 120 $5.; 145 Impulse Stepper $22.50. Pin Games: South Seas $29.50; Step Up $47.50; Horoscope $25.; Stage Door Canteen $39.50; Hi Hat $29.50; Gold Star $20.; Big Hit $45.; Sun Valley $24.50; Arizona $34.50; Star $20.; Big Hit $45; Sun Valley $24.50; Arizona $34.50; Keep 'Em Flying $45.; Soft Ball Queens $27.50; Trade Winds $29.50; Spellbound $65.; Sea Breeze $52.50. 1/3 deposit, Balance C.O.D. JOHNSON AUTOMATIC MUSIC COMPANY, 709 IOWA STREET, SIOUX CITY 19, IOWA. Tel.: 55474 - 87113.

FOR SALE - Three brand new American Scales, model 402, original crate $100 each, F.O.B. Berlin, N. H. Terms: one third cash, balance C.O.D. BERLIN SPECIALTY HOUSE, 73 WILLARD STREET, BERLIN, N. H. Tel.: 1145.

FOR SALE - Mills Model 104, capacity 49 packages. Excellent mechanical condition. Bargain prices. Write for further details. THE HOSPITAL SPECIALTY CO., 1984 EAST 66th ST., CLEVELAND 3, OHIO.

FOR SALE - Portable Warner Brush Electroplater. Complete with power unit, like new, very reasonable. D. L. SHIVER AMUSEMENT CO., BOX 71, RICHMOND, TEX.

FOR SALE - New pins for Strikes 'N Spares $1.35 ea. Limited amt. C. STUTZ, 1846 E. 23, CLEVELAND, OHIO.

FOR SALE - Slightly used Evans Races Comb. COLBERT COIN MACH. CO., 224 SO. 13th, NEBRASKA CITY, NEB.

MISCELLANEOUS

NOTICE - Music Operators. Motors rewound $5.50; Wurlitzer counter model trays refinished and rebushed $6.50. BILL'S PHONO MOTOR REPAIR, 5947 EMERALD AVE., CHICAGO 21, ILL. Tel: ENglewood 8192

FOR RENT - Roll Downs - to established operators: Advance Rolls $40. per month; Esso Arrows $40. per month; Total Rolls $18. per month; Lite Leagues $16 per month. Total rental may be applied against purchase price. When writing send in three references. NATIONAL NOVELTY CO., 183 E. MERRICK RD., MERRICK, N. Y.

NOTICE - Pin ball operators: Have your old model one-ball machines converted. Semi or fully automatic, with hold for favorite numbers. A.B.C.D. Unit and other new features. With complete new paint job. $125. to $175. Write or phone NORTHWEST COIN MACHINE EXCH., 6736 S.E. 52, PORTLAND, ORE. Tel.: TA 9955

NOTICE - Music Ops: We re-grind your used phono needles scientifically and guarantee complete satisfaction. Hundreds of operators use the service constantly. It's a big saving. Write for complete details and free shipping containers. RE-SHARP NEEDLE SERVICE, BOX 770, FT. DODGE, IOWA.

PARTS AND SUPPLIES

FOR SALE - Tubes, 60% off list, standard brands. Specify 1st and 2nd choice of brands. All tubes boxed. Extra special: RCA-6C4 45¢ (Mention The Cash Box) Send for our latest tube list. ENGLISH SALES CO., 620 W. RANDOLPH ST., CHICAGO, ILL.

FOR SALE - We are now closing out our stock of Black Cherry and Golden Falls Case and Casting Assemblies for $30. ea. Assembly includes Castings, Wood Case, Club Handle, Drill Proofing, Award Cards, Jack Pot Glass, etc. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL. Tel: 1302

FOR SALE - Parts and supplies for all types coin operated machines. Send for Free illustrated wall chart. Lists over 1200 different items from A to Z. If you operate coin machines you should be on our mailing list. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA. 22, PENNA.

FOR SALE - Radio Tubes, 60% off in quantities over 50. Popular brands! Can be assorted. All types in stock. Television Lens for 10" screen, $24. Mazda bulbs, No. 47, $40. per 1000. No. 40, 44, 46 & 47, $4.50 per 100. No. 51 or 55, $4. per 100. Bulbs can be assorted. BELMONT RADIO SUPPLY CO., 1921 BELMONT AVE., CHICAGO 13, ILL.

FOR SALE - We have for sale nets, matting, maple wooden balls for Skee ball Alleys. Parts for Ten Strikes, Ray Guns and all othergames. RELIABLE PARTS CO., 2512 IRVING PK. RD., CHICAGO, ILL.

THRU THE COIN CHUTE

CHICAGO CHATTER

Clarence Bayne of U. S. Vend. Corp. just back from a long trip and very much pleased with the grand reception given the firm's new air conditioned candy vendor . . . about 400 to 500 already shipped . . . and the firm's 15 distribs very much enthused over the reaction . . . with orders starting to avalanche . . . Wurlitzer's Ed Wurgler in town and one of the busiest of the busy . . . just like a one armed painter with the itch . . . seems the moment the boys heard that Ed was in they just jammed his suite . . . and conferences went on all day long . . . but all day—and nights too. . . . Nate Gottlieb all excited with the way the trade accepted their newest . . . Cinderella . . . which has some very unique features . . . pumpkin on the backboard develops into an auto as the player's score progresses. . . . Dave Wallach and Ted Rubenstein over at Marvel very much happy over the way the pinball ops are writing in to learn more about their "plus four" coin chute which can take in 20c for the same 5c game in their new "Gold Mine" which, Dave and Ted tell me, is clicking wherever they've had it on location . . . "and", Dave says, "the game takes in more the longer it remains on locations." . . . Sam Stern was all upset some days back when Scott-Crosse Co. of Philly popped with Williams brand new "Tennessee" before release date . . . this meant instant change of all schedules . . . getting everything else out of the way . . . for the orders started to flood the factory and Harry Williams, Sam Stern and Skeet Moore were the busiest of the busiest.

Ben Coven, it seems, has a little bit of an idea . . . and when Ben gets an idea . . . he usually puts it over . . . so just watch this boy move. . . . Milt Salstone of M-S Distrib. Co., well known to all the music machine ops for those records he sells 'em, tells me that he is being offered some very swell record lines right now . . . and will soon pop with a real surprise for the trade here . . . Milt is one progressive boy. . . . Lindy Force of AMI is all hepped up over the first shipments of their new 40 selection wall and bar box and is tremendously enthused over the swell returns . . . "In fact", Lindy tells me, "even before the samples were in the hands of our distributors, the orders started to pour in, but in really grand quantity". . . . Ed Levin over at Chicago Coin all enthused over that new $40,000 building the firm is constructing which will be added on to their present huge plant and extend right thru to Paulina Street . . . it will enable this factory to speed up production of their "Catalina" and all future games . . . "And", Ed tells me. "Catalina is going like a house afire with orders simply pouring in on top of orders." . . . Tom (That Dapper Man) Callaghan of Bally Mfg. Co. away on an extended trip east . . . wonder whether Tommy took along some of "those ties"? so that the boys could see him coming? . . . and since we just passed St. Patrick's Day . . . do hope Tommy was in there awearin' the green . . . at least one tie. . . . Both Georgie (The "G") Jenkins and Herb Jones at Bally talking about their newest one-balls "Trophy" and "Gold Cup" to all and sundry who called around at this big factory . . . and both George and Herb telling me that these games are going great guns.

Jean Bates over at Pace Mfg. Co. tells me that more and more ops have been calling around at the factory to see those new Pace bells and business is definitely on the way up . . . but well up . . . according to Jean. . . . Gerry Haley over at Buckley Mfg. Co advises that all the boys are keeping their noses right down to the grindstone these days to get out those Criss Cross Belles and also Daily Double Track Odds . . . even Pat himself is sticking very close to the factory these days in an effort to boost up production . . . and Ferdi Parsons of the firm is right there, too, helping put the heat on for more and still more equipment to be shipped each and every day. . . . Billy DeSelm and Ray Riehl over at United Mfg. Co. reported to be going around in circles trying to get the boys back in the factory to speed up the speeded up speed line so that more and still more of their new "Manhattan" will be shipped . . . in fact, even that great music critique, Herb Oettinger, is working to help the boys get top speed production . . . maybe Herb, Billy and Ray will grab up a screwdriver each one of these days and get into the plant to help out(?) . . . And by the way Billy DeSelm tells me that everyone at United Mfg. is joining in with plans for one grand big popping time when the firm's new factory opens in June . . . that's at California and Roscoe . . . all look forward to this air conditioned plant before the July heat sets in on Chi's lake front.

Quite a bunch of Seeburg distribs in town this past week looking over that new unit which the factory has prepared . . . and some of the boys reporting that it opens the way to great new big times again. . . . Jim Mangan of Mangan & Eckland remembered all of his friends this St. Patrick's Day with a very swell Irish poem of his own creation . . . (thanks a lot for the card, Jimmy). . . . By the way, Sam Stern of Williams Mfg. Co. has become a regular commuter between Philadelphia, Pa. and Chicago . . . flying home for the weekends and back on the job early Monday A.M. . . . Eddie Hanson over at Groetchen Tool & Mfg. Co. doing a really marvelous job with the firm's "Camera Chief" counter game and advising all and sundry that all he needs is production and still more production to satisfy the orders the firm already have and those that are constantly coming into the plant. . . . Say, that reminds me, ask Nate Gottlieb about that joke he has all about a waitress and a 3c tip . . . it's a pip. . . . They tell me that the boys over at Bally are buying out those "Ballerina" records and playing 'em everytime someone mentions "Ballerina" which is their newest pinball clickeroo.

Since we mentioned stories some of the boys are telling these days . . . just ask Ed Wurgler to tell you that one about the "half a 'C'.". . . Larry Cooper expects to become a Daddy one of these days soon and was asked by Al Menace whether that had anything to do with the old "spinner" Larry used to talk about . . . but Larry smiled that enigmatic smile of his . . . and Menace still doesn't know what Larry means by "spinner" . . . nor will anyone tell Al what he does mean . . . I hope. . . . One guy that simply won't let himself get disturbed—regardless of anything and everything . . . George B. Dick of CMAC . . . just rolls along in that calm, confident fashion of his that puts shmaltz into a meeting. . . . Grant Shay of Bell-O-Matic tells me that this past month proved one of the best biz months for the firm and Grant looks to this forthcoming month to be even a better one . . ."what with the weather warming up and people getting out of their winter hibernation and all" . . . he says. . . . Not too many visitors around our town this past week . . . seems like the boys are sticking closer to home base than ever . . . we misses youse guys . . . so c'mon into town . . . where we c'n see you again. . . . Harry Brown of American Amusement busier than ever . . . in New York these days . . . they tell me . . . and you can depend on Harry to bring in the moolah . . . if there's any around where he's at. . . . Rudy Greenbaum of Aireon Mfg. Corp. busting thru the town this past week . . . with that big smile of his . . . exhuming plenty of good will, confidence and lots of faith in the juke box business.

From what some of the boys here tell me there may be another meet of the nation's juke box ops' Executive Committee and that George A. Miller can be expected to fly into town from Oakland to handle the chair. . . . Dick Hood of H. C. Evans still down in Ft. Lauderdale enjoying Florida's sunshine while Rex Shriver goes right ahead . . . faster than ever . . . basking in those nice big. sunny orders the firm are getting for their equipment. . . . Was that Mike Hammergren and Paul Fuller of Wurlitzer I saw walking down Randolph St. the other day? . . . Talk about a busy plant . . . brother, just visit Genco . . . here's one outfit that doesn't seem to be able to rest for a second . . . and the way they turn out those machines is something to really marvel at . . . Genco is sure worth a visit from anyone who calls around to visit the manufacturers in our town . . . those Genco games just roll off that production line and right out on waiting trucks almost as fast as you can count.

Yoo . . . hoo . . . Art Weinand . . . what was it? . . . boy or girl? . . . there's a whole buck involved in this deal, Art, so make the report, make the report. . . . Charley Schlicht . . . one of the nice guys in the coinbiz . . . always looking at the brighter side and always helping somebody make a buck. . . . Looks like the juke box ops are recovering fast in our town from any drop in take . . . and that makes a lot of us guys and gals here really feel swell . . . for the boys were just a leetle bit worried for a while back there while the snow was piling up on the sidewalks and the people remained at home. . . . President Truman's speech has caused some talk among arcade men here . . . that if they do adopt suggestion of selective service the younger guys get into those training camps . . . there'll be lots of nice spots open for some real action once again . . . like during the war years . . . who knows? . . . if the whole program gets under way everyone may cash in on the business boom which this involves. . . . Now that Louis Boasberg of New Orleans Novelty Co. was appointed regional distrib for Bally . . . the boys expect to see him around town much more often than ever before. . . . And that reminds me . . . what happpened to Buster Williams this past week? . . . ain't seen him around since last week . . . is Buster leaving us in the lurch? . . . "Rosey" Rosenberg was in town this past week on his way east where, we surmise, he will be doing lots of work for Wurlitzer. . . .Dennis Donohue just won't sit still at his new offices at 33 N. LaSalle St. long enough for guys like myself to ask him what it's all about . . . latest I hear was that some of our boys talked with Dennis at the Chatham in N. Y. C. and were very much interested in what he had to say.

THRU THE COIN CHUTE

EASTERN FLASHES

The daily newspapers laid off the pin games this week, but buying of games by ops was decidedly slow. There weren't any reports of any police action this week, other than checking locations which created a jittery feeling. A survey by the police department showed that there were 4,504 pin games out in 4,298 locations. In a meeting on Thursday, March 11, Teddy Blatt, attorney for the games association, informed the membership that they should proceed as they have been, warning them, however, to cooperate with the officials and keep their equipment away from schools. It is hoped that with the publicity fading out of the newspapers, and the approach of more favorable weather, the wholsale business and the collections will show a much greater pickup.

* * *

With interest in background and commercial music showing up, Barney (Shugy) Sugarman, Runyon Sales Company, reports that he has been receiving many requests for information on his "Tel-O-Matic" and "Robot" units. . . . The Atlantic New York Corporation executives returned from the Seeburg meet this week all enthused. . . . Marvin Heisman opens a jobbing firm at 650 Tenth Avenue, under the name of King Amusement Company. Marvin is well known in the industry, his most recent connection being with the newest arcade on 42nd Street. He is now entirely out of this enterprise, devoting his entire time to the new company. At present the firm is handling games, but will expand into the music and vending field. . . . Dave Stern's (Seacoast Distributors, Inc.) salesmen covering the New York music trade like a blanket with the "Magic-Glo" Rock-Ola phono.

* * *

Rudy Greenbaum, vice president and general sales manager of Aireon, in town visiting Nat Cohn, Modern Music Sales Corporation, distributor here. Ben Palastrant, regional sales representative, at Modern's at the same time. Ben had just returned from the big showing at Al Bergman's Alfred Sales Company, Buffalo, N. Y. Maurice Poppick, former operator, has been added to the Alfred sales staff, and will cover some additional territory allotted the firm in upper New York. Palastrant tells us that the Buffalo show brought out operators from all around, many coming in from Albany. . . . Ben Becker, Ben Becker Sales Company, getting ready to join Art Garvey on the road now that Bally's new one-balls, "Gold Cup" and "Trophy" are being shipped. Meanwhile Ben reports that Bally's five-ball "Melody" has proven to be a great money-maker, and orders keep piling in.

* * *

Danny Subarsky, well known coinman and electronic expert, opens a jobbing firm at 460 Tenth Avenue, under the name of Atlas Sales Company. Danny will buy and sell games and music machines. . . . Hymie Rosenberg, H. Rosenberg Company, tied up in his private office with a customer—probably making a big sized sale of Bally's "Melody Roll." . . . Phil Mason, Dave Lowy & Company, back from his "short three week vacation" at Miami Beach. Phil raves about the climate. Lowy is now relaxing in "The Playground of the World." With Dave it's an old story of "sand in his shoes." Ever since he first spent some time there, he's been a hard man to keep North. Dave's supposed to vacation two weeks—anyone who wants to bet me that he isn't home in that time, can do so.

* * *

Willie Levey, Jack Semel and George Holzman, Supreme Automatics, Inc., Brooklyn, N. Y., report that while local conditions slowed up the sale of Williams' "Tennessee," the new five ball game, they sold practically every piece received. "We could have really gone to town and sold plenty if things were right" stated Levey "but we'll beat the sale of Williams' previous game anyway because it's a real money maker for the operators." . . . Harry Brown and Lou Sokolove strolling leisurely down Tenth Avenue. Harry will be around until the end of the week, when he returns to Chicago. . . . Joe Young and Dan Kipnis, Young Distributors (Wurlitzer distributors) get their photos taken with the popular orchestra leader Art Mooney along side the new model 1100 phono.

* * *

Al Bloom, Speedway Products, Inc., places his combination tele-juke machine on location this week for a test. . . . Joe Munves, Economy Supply Company, so busy he can't spare a moment to tell us "what's new?" That kind of news is always "good news." . . . Sidney Levine, the attorney for the music operators association, and George A. Miller, the president of the California Music Operators Association, in touch with each other by phone at least twice a week. "To keep abreast of the legislation in Washington that affects the music machine operators. Levine returned from a trip to Albany on the New York State tax legislation that could have a bearing on local operators. The State passed what is known as an "enabling act" which permits the city to tax machines $25 per year. Levine is not pessimistic over this ruling, stating that the city must enact legislation, and that a public hearing must be held previously. At that hearing he claims he can show that anything over $10 per year would be excessive. . . . The Parisi Bill No. 471, which would tax machines $50 per year was not reported out of committee at this session.

* * *

Humbert Betti, H. Betti & Sons, Union City, N. J., in town buying some equipment. Betti, an old timer in the biz, describes a coinman as a fellow who "works 20 hours a day, 7 days a week." But they love it. . . . Eddie Corriston, Palisade Specialties, Inc., Cliffside, N. J., made every effort to get to the National Invitation Basketball Tournament being held at Madison Square Garden this week, but as usual never did get to see a game. Business over at his Cliffside offices kept him tied up. . . . Was that Mike Munves we saw dashing into a car on Tenth and 43rd Street this Tuesday? He really must be busy—we never saw him moving that quickly. . . . Steve Quinn, Seaboard New York Corporation, shows us a reconversion of Genco's Advance Roll—now called "Auto Roll." Three kicker holes added, plus a new rollover button. The game gives the player plenty of action. Steve tells us the firm's awaiting delivery of Gottlieb's new five ball "Cinderella."

THRU THE COIN CHUTE

CALIFORNIA CLIPPINGS

One, two and even on Coin Row this week, and for that matter the whole town, between rolldowns, presidential candidates and daylight savings time. . . . Surprising how much interest has been worked up among public on the rolldown question. . . . Seems people who maybe didn't even know what a rolldown was read the front pages. . . . They're waiting along with distribs and ops to hear what the test case in the L. A. Municipal Court on March 24 brings out. . . . Meanwhile the boys are sitting tight for the most part and the defenders of public morals haven't swooped down on any sponts since their raid a few weeks ago. . . . Some ops did get a little nervous though and pulled in their games voluntarily. . . . In the legal department, you can only go on this: When Asst. City Attorney Donald Redwine was asked about the police pickup, he said, "I told them it would be better to wait for a court decision before making further raids. . . . We think these machines come within the meaning of the anti-pinball ordinance, BUT POSSIBILITY OF SUCCESSFUL PROSECUTION IS NOT CLEAR CUT". . . . End quotes and maybe a little nervousness.

As to presidential candidates, whoever coined the phrase that coin men talk about nothing but coin should have made the rounds with us this week. . . . At least half of the distribs and ops seemed to be pounding each other's ears about the political prospects. . . . We heard a few kind and the other kind of words about Truman, Taft, Wallace and MacArthur. . . . Re the General, you might quote this chuckle: When told that every Hearst reporter throughout the country had been instructed to query all prominent personalities being interviewed on how they felt about the Boss' Choice, one kibitzing op cracked, "How's about finding out how Mac feels about rolldowns?" . . . Daylight saving time might be credited with causing more confusion this week than either rolldowns or would be presidents. . . . In its first work day, the time switch really had some folks in a bad way. . . . About half of the people in and out of the Row forgot to move their watches up the hour. . . . Most of the town's electric clocks on buildings hadn't been set up and there were a lot of characters who didn't know what time of day it was all day. . . . Dropped in at Badger Sales, C. A. Robinson, Sicking Distribs and Automatic Games close to their closing times and—this one is hard to take—the boys and girls just couldn't tear themselves away from their desks because it was so light outside. . . . (Truth is, we came pretty close to getting mobbed for barging in that late . . . and then having the nerve to say we forgot to move our watch up).

Jack Ryan didn't seem to mind a little overtime as he showed the new Aireon boxes off to a couple of prospective buyers. . . . Noticed a few Mills Black Gold bells on the Sicking floor. . . . Reminded us to drop in on Mills man Charlie Fulcher just next door. . . . Found him out but had a chat with one of Mills' enterprising freezer men. . . . At Automatic Games George Warner gave us a capsule report on his trip to Las Vegas. . . . In George's own inimitable lingo, it ran thus: "I picked up some of what was there and left some more of the same for the other boys. . . . For business it wasn't bad . . . for me it was an expensive trip. . . . Those guys up there don't know or care from budgets". . . . Judging from the reduced floor stock at the Dannie Jackson-Sammie Donin emporium, George must have made expenses. . . . Bill Wolf still out of town, really making it a good one. . . . His Nels Nelson patted the AMI 40 selector box and, like an overdue mother, said, "Any day now". . . . Handsome new display at C. A. Robinson of pair Jennings Challengers alongside couple of Rock-olas. . . . Fred Gaunt of General Music dropped in for neighborly visit with Charlie Robinson and Al Bettelman. . . . That one block on Coin Row will soon be known as Magic Glo Row. . . . Besides General's full line of Rock-olas, Badger Sales also have a few in the window along with Wurlitzers, Seeburgs, AMIs and what have yous. . . . And they're all sitting peaceably, side by side, one looking in its way just as good as the other. . . . Al Silberman, Adams-Fairfax genl. mgr., back from his long Eastern junket with a nice report on biz prospects for the firm's nut machines and product.

Dropped in at E. T. Mapes and had a laugh with Lucy Garcia, who told us our Lucasa music box item of a few weeks back was a joke on us. . . . Seems we figured it in a quick look to be the box name and it turns out to be location handle inscribed on a Mirro-matic. . . . To make amends we'll throw in a plug for the new, sleek looking custom cabinets the Mapes outfit is building up from old hideaway units. . . . Paul Laymon continues to receive newies that look nice and fat to us. . . . This time it's a little counter or table job called Penny Lag with appeal to every grown-up who ever was a kid and lagged pennies on a sidewalk line or against a building. . . . Something for ops to consider is its reasonable price and that it eliminates all service calls and federal tax. . . . Mfrs. claim the house gets 20% of coins lagged through comeback hazards. . . . We tried a few on it and that's about the way it went. . . . Laymon's sample copy of "Quizzer" now on tryout location in Long Beach and reported to be going strong. . . . Still expecting that mysterious new one-ball from (CENSORED . . . promised we wouldn't tell) . . . The out-of-town boys seemed to be doing just that this week. . . . Only two we ran across were Roy Smith from Lancaster and M. Silverman from Seattle.

Things were quite active music wise, with several local record companies readying a whole batch of new and promising coiners for the end of the month. . . . Four Star's Bill McCall hopes to have another novelty hit, equal to T. Texas Tyler's "Deck of Cards," in Jenk Carmen's "Hillbilly Hula". . . . It's a clever tune that should go strong in hillbilly and novelty spots alike. . . . Carmen, who has a real voice, dishes out a load of lingo that city slicker hillbilly fans will accept as mountain dialect. . . . Actually it's genuine Hawaiian sung in hillbilly style. . . . Incidentally, we heard today that Victor will soon have Phil Harris out on "Deck of Cards," which means Tyler won't have choice field to himself. . . . More than one way of skinning Petrillo, it seems. . . . The new Harris disc will use choral background in lieu of instruments. . . . Already out and getting a nice reception from disc jockeys and listeners is a Mastertone label of Bobby Worth's "Just Naive," backed up by Glenn Spencer's "Cucamonga Medicine Man". . . . Vocalists Tommy Traynor and Gwenn Brian are assisted by Allan Copeland's choral effects and by Tom Kenny, who makes with the mouth like a bass and a French horn. . . . Songwriter Worth splits credit for the background gimmick with Kenny Hertz. . . . We heard the Traynor "Naive" and, while a nice novelty, we still believe musicians are here to stay. . . . Juke men needn't be worried for awhile about the supply of orthodox instrumental numbers, what with Mercury, Modern and Aladdin serving some coinworthy releases this month.

Mercury will have a new Frankie Laine platter, "That Ain't Right" backed by "May I Never Love Again" . . . Spokesman Les Jaffe expects the pair to be as big as "Two Loves Have I" and "Shine" . . . Vic Damone will give his all for dear old Mercury in "Haunted Heart" and "Tell Me a Story". . . . "Heartbreaker" and "Bye Bye Blackbird" will be Aqua String Band"s contribution. . . . Albert Ammons will be heard in "The Clipper" and "Ammons Stop" . . . Mercury will also have new release of Clyde McCoy's "Sugar Blues" and "Way Down Yonder in New Orleans". . . . Modern comes up with Gene Phillips' "Honky Tonk Train" and "Hey Laudy Mama" while little Willie Jackson will get off with "I Ain't Got Nobody" and "Shasta" . . . Al Wichard Sextet will serve up "His Majesty's Boogie" and "Your Red Wagon" . . . Rocky Morgan's "Hen Peckin' Mama" and "Turn That Gun Around". . . . Aladdin's Eddie Mesner conservatively predicts six hits for six releases. . . . They're by Illinois Jacquet, Lester Young, Amos Milburn, the Soul Stirrers, Trumpeteers and Bunky Redding . . . a new blues singer with a bright future on the boxes, says Eddie. . . . Add personals: Roz Bihari of the traveling Biharis will soon join brother Joe in New York for a visit. . . . Barclay Allen, who clicked so big on the jukes and elsewhere with "Cumana" is a cinch to build up his local following through current engagement at Ciro's. . . . Timed right for music box release of "Tea for Two". . . . Almost forgot to get in Art Rupe's prophecy (or is it plug?) for Specialty's new Camille Howard disc. . . . Art predicts double headed coiner in "You Don't Love Me" and "Extemporaneous Boogie". . . . Seems KFWB jock Frank Bull was so impressed with number he did unprecedented thing of spinning "You Don't Love Me" twice in a row.

THRU THE COIN CHUTE

MINNEAPOLIS

Twenty-six below zero weather in Minneapolis, Thursday, March 11th, and the Minneapolitans are getting so used to it that it doesn't seem to make much difference anymore. Considering the extreme cold weather, operators throughout North Dakota, South Dakota, and Minnesota still take the train or drive in to visit the Twin Cities Distributors.

Herman Warn of Salem, South Dakota, drove into Minneapolis, Thursday, March 11th to call on several of the distributors in the Twin Cities, and to spend a few days in Minneapolis, vacationing. . . . Earl Berkowitz of the B & B Novelty Company, Superior, Wisconsin brought his young daughter to Minneapolis to have her tonsils removed. After three days, the little lady was released, and Earl went back to Superior. . . . Tommy Matthews of the Osakis Novelty, Osakis, Minnesota, stopped off in Minneapolis enroute to Rochester where he visited his brother-in-law whose leg was amputated at the St. Marys Hospital, Rochester, Minnesota, last week.

I. F. La Fleur, of Devils Lake, North Dakota, drove into Minneapolis to spend several days visiting relatives and calling on a few distributors. . . . Mr. and Mrs. Lyle Kesting of Bellingham, Minnesota spent several days in Minneapolis last week visiting friends. . . . Harry Johnson, for many years in the operating business at Mitchell, South Dakota, has just sold out his entire route and will retire from the Coin-Machine business for an indefinite time. Harry is a very well known figure throughout the country. . . . Roy Foster of Sioux Falls, South Dakota is commuting quite regularly between the Twin Cities and Sioux Falls the past two months. . . . Joe Topic of the Scott Novelty Company, Shokopee, Minnesota spent a few days in Davenport, Iowa visiting his brother-in-law.

Charlie Bohnen of St. Cloud, Minnesota took the day off to come in to Minneapolis to call on a few distributors. . . . Ted Bush of the Bush Distributing Company, in California on important business. . . . Dick Unger, St. Paul operator, back on the job and looking pretty healthy after a long siege of illness. . . . Archie La Beau of the La Beau Novelty Company, St. Paul, Minnesota entered the hospital this morning for a tonsilectomy. . . . Con Kaluza of Browerville, Minnesota, in town with Mrs. Kaluza on a little shopping expedition.

Jonas H. Bessler, back in Minneapolis after spending five weeks in Miami, and looking as brown as a bear! . . . Eddy Birkemeyer of Litchfield, Minnesota spent the day in Minneapolis picking up supplys, and reports that Millie is getting along just fine. . . . Al Eggermont of Marshall, Minnesota took time out to drive into Minneapolis for the day to call on some of the distributors. . . . Bob Collins of Morris, Minnesota spent a few days in Minneapolis with his wife, sort of vacationing.

HOUSTON, TEX.

Plenty of eats and drink, lots of fun and plenty of sales just about summed up the Standard Music Distributors showing of the new Aireon Phonographs in Houston on March 8th. The people, music operators and their families, were from the city proper and from just about every other part of South Texas. In fact one outstanding feature of the showing was the big crowd of out of city operators on hand.

Sam E. Ayo, owner of Standard Music and Bill Roberts Aireon regional sales manager officiated at the showing. A. C. (Buster) and Tommy (Boots) Ayo, Sam's younger brothers, did most of the work. Things were well under way before noon and continued in full swing until past midnight. After it was all over Sam Ayo complacently remarked that "sometimes business and pleasure do mix right well".

Houston Music Operators, long tired of working for someone else, mainly location owners, got around to doing something about it March 10th. On the evening of that date more than 20 leading music merchants met at a prominent downtown eating place and talked things over while enjoying a feed of spaghetti and meat balls. Another meeting was called for March 24th. When it was believed that more than 90% of the citys operators would be present. Those present included the following prominent music operators: Sam Lampasas, Morris Pinto, Cecil Robertson, Ernest Gates, Bill Peacock, Henry Cruse, Clyde Atkins, Fred McClure, Wayne Switzer, Adrian Ratliff, F. S. (Doc.) Clancy, A. H. Shannon, Tony Arwardy, J. R. Hazlett, Cecil Harrington, Jack Taylor, and others.

A neat little music operating firm is the recently organized Dean Music Co. E. S. Dean is head man and Aireons his chief stock in trade. . . . Gulf States Amusement Co., Inc., took on another big slice of high powered real estate with the purchase of a stucco business building on Harrisburg Blvd. Ernest Gates, owner of Gulf States also owns the corner two story brick his firm occupies on Harrisburg, one of the best known and most traveled of Houston thorofares. . . . Naturally the report that Mills phonograph prices had been reduced was joyfully received by local music operators.

ST. LOUIS, MO.

By BERT MERRILL

Continued bad weather in the 49th State combined with income tax headaches during the past week to slow up collections and coin machine sales; say the top men in the field. "Most people are a bit shocked when they figure the income tax for last year, despite complaints of bad conditions" grinned Harry Armbruster, LeMay operator "So they cancel orders for new equipment until the bank account gets back on its feet." It was noticeable this year that few St. Louis coin machine ops had to go to professional advisers for income tax help—the costs and profits were too cut and dried for 1947.

Del Veatch of VP Distributing Company played host to a lot of out of town visitors this week; who braved unseasonal snows and cold weather to hunt up some new Williams equipment. Included were Jewett Cook of Cook Music Company, Centrailia, Illinois, who doesn't get around St. Louis way often enough and Mike Edel, from Carlisle, Illinois. Since *Cash Box* circulated the news of VP's ambitious "pre-testing program" whereby every new game gets an acid test on actual locations, Del's been flooded with demands for "whatever shows the best payoff at the end of the week." Sometimes as much as 8 months is required to make up a fair analysis, according to Del, however.

Other Illinois visitors who made the rounds included Wayne Smith of Greer Smith Industries, Herrin, and Bill Keller from Keller Music Company, Anna, Illinois. Bill was laid up for a few days with a post-season cold but is back on his far-flung central-state routes.

News from Springfield, Mo. hath it that Clarence Kynion, erstwhile employe of Missouri Tavern Supply, is back on the job with the same firm. Clarence took a whirl at other occupations after his release from military service, but in the end coindom brought him back! Dale Riemer, Missouri Tavern head, made the announcement. Clarence will supervise routes from the firm.

A. P. Distributing Company, headed by Art Paulle, will transfer from the former location at 2220 Market Street to 2823 Locust Street next week. More intimate contact with operators who are building up slim juke connections is Art's reason for moving. Premiums and punch boards will be the feature.

One exception to the "scared money" rule of the past two weeks was E. R. Sumny, Rolla, Mo., who bought six new Rock-Ola's for his "wild woods country" routes. Curley Zitta of East St. Louis grabbed a few pin games for new locations opening up in St. "Louis' bedroom" across the river. Ben Axelrod and Al Haneklau of Olive Novelty Company are readying plans for some improvements in the showroom. "Keeping up with the Joneses" has resulted in some handsome distributor buildings in the 49th State.

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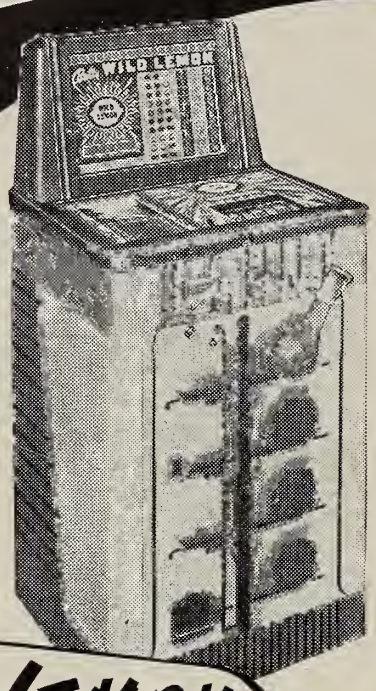

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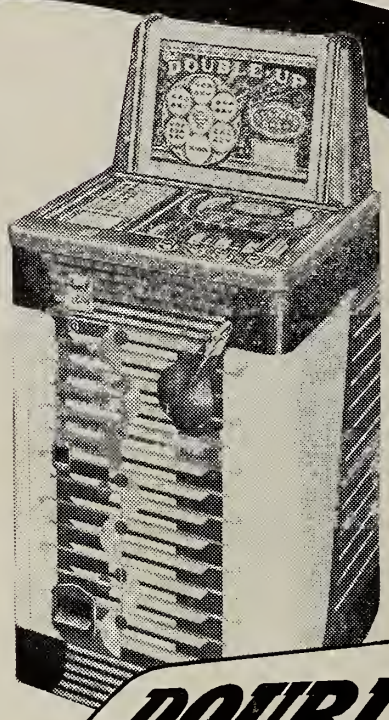

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DOUBLE-UP

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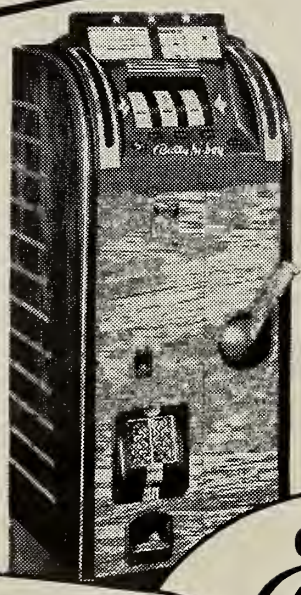

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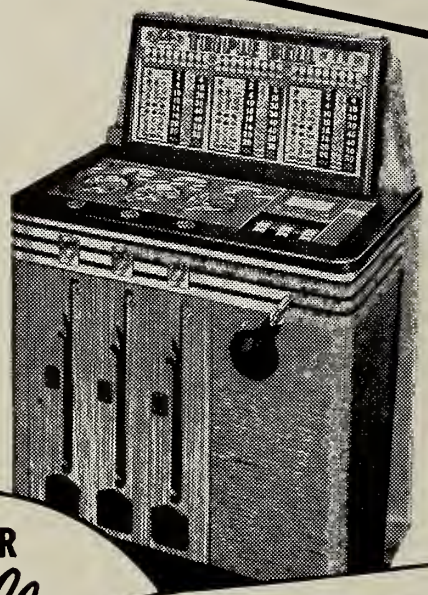

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